

The American Perfumer and Essential Oil Review

VOL. XXII

Registered in U. S. Patent Office

No. 8

CONTRIBUTING EDITORS

DR. CLEMENS KLEBER
Clifton, N. J.
ESSENTIAL OILS

DR. MARSTON TAYLOR BOGERT
Columbia University
New York
SYNTHETICS

PROF. CURT P. WIMMER
Columbia University
New York
TOILET PREPARATIONS

DR. EDGAR G. THOMSEN
Winona, Minn.
SOAPS

DR. R. O. BROOKS
New York
FLAVORING EXTRACTS

HOWARD S. NEIMAN
New York
PATENTS, TRADE-MARKS
AND COPYRIGHTS

LEROY FAIRMAN
New York
MERCHANDISING

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Copyright 1927

Published Monthly by PERFUMER PUBLISHING CO., 81 Fulton St., New York

LOUIS SPENCER LEVY, President and Treasurer

Telephones: Beekman 0791-2-3

Cable Address: AMPERFUMER, ABC 5th Edition

CHICAGO OFFICE: Joseph Esler, Postal Telegraph Bldg., Phone Edgewater 3429

BOSTON OFFICE: Wm. G. McCarthy, 309 Washington St., Room 22, Phone Congress 1376

SUBSCRIPTION RATES

The United States and
Possessions
\$3.00 a Year

Canada, Cuba and Mexico
\$3.50 a Year

Foreign (Countries in the
Postal Union)
\$4.00 a Year

Single Copies
30 Cents

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Established 1906

NEW YORK, OCTOBER, 1927

Vol. XXII. No. 8

What Can Be Done With Advertising

ANYONE who has watched the exceptionally rapid development of our industry during the last few years can hardly fail to be impressed with the fact that an unusually large share of that success is based upon the value of advertising. It is apparent, too, that the industry itself realizes that it has profited enormously by publicity and that its future progress depends in large measure upon not only the amount but also the nature of its advertising. How otherwise would a comparatively small industry stand consistently second in the size of its combined advertising appropriation, as publishers' reports show that it does?

This advertising by both American manufacturers and their foreign competitors in this market has been successful in stimulating sales and building up business for the manufacturers and importers of perfumes and toilet preparations. But can it not be made to accomplish other ends, no less important to the American manufacturer? If advertising can build up and maintain an industry such as ours in so short a time, why can it not be turned into a means for solving some of the most important problems which that industry has to face?

For example, there is the ever-pressing and increasingly menacing matter of foreign competition in perfumes and other toilet preparations. The advertising power of the industry has never been exerted toward a solution of this problem. In fact, quite the reverse is the case. Very few American manufacturers of perfumes have adopted names which do not suggest the foreign atmosphere. Even where distinctive names have been chosen for the product, the tone of the individual advertisement has in almost every case been distinctly foreign. *Why?* The manufacturer says it is because his ultimate customers demand the French atmosphere in toilet preparations. But may it not be pertinent to ask *why* they have this preference?

Undoubtedly, the preference arose out of dissemination of the idea that the foreign products were of superior quality. And the idea could have been disseminated only by advertising of one sort or another. The foreign manufacturers have fostered the idea, but in the advertising of the American manufacturer it has also been emphasized regularly. The domestic perfumer has spent many dollars and devised many clever ideas all for the purpose of proving to the consumer the very thing he is most anxious that the

consumer should not believe, i.e., that there is something superior about the products of his foreign competitors which he can only imitate.

Now, being thoroughly convinced of the power of advertising, having seen it used to increase his sales and to build up prestige for his foreign competitors, is there any reason why he should not be convinced of its value as a means of building up prestige for his own products? It is difficult to see why a concerted effort has not been made in this respect. Possibly its effect upon immediate sales is feared; but is it wiser to lose a few sales now and reap a greater market later or to gain a few now and ultimately surrender all that is best in the field to the foreign interests?

As to the means to be taken to work out this idea, there should be little difficulty on that score. Whether advertising should be joint or individual, how it should be financed and all the other details can be developed easily enough once the industry has decided that it can be done. With its own experience in publicity before it, it is difficult to see how there can be any hesitation in the matter.

When Is Alcohol Not Alcohol?

THE Bureau of Customs in a letter to the Appraiser of Merchandise at New York, printed elsewhere in this issue, has ruled that perfumery containing iso-propyl alcohol should be held dutiable at 75 per cent ad valorem and 40 cents per pound as "alcoholic perfumery." This peculiar ruling is explained in the Bureau's letter as arising out of the fact that certain alcohols are dutiable under Paragraph 4 of the Tariff Act of 1922. Hence the Bureau has taken the liberty of transferring bodily the meaning of that paragraph to Paragraph 62 which treats of quite other matters. By like methods of reasoning, the Bureau would seem to be able to fix duties and rates on almost any merchandise by analogy and cross reference with no regard for the intent of Congress in passing the law or the interests of the various trades consuming these products in the United States.

The intent of Congress in the wording of Paragraph 62 which deals with perfumery seems clear when read in accordance with usual English construction. It is to levy an additional duty on "alcoholic perfumery" which shall take care of the Internal Revenue tax in existence on domestic

preparations of the same sort. The Internal Revenue tax refers to ethyl alcohol and its preparations only and not to other members of the alcohol series whether specified in some other section of the tariff law or not. The very fact that Paragraph 4 which deals with duties on alcohol sets various rates on various members of the alcohol series and includes no duties whatever on a large number of such compounds, goes far to prove what the intent of the tariff law is with respect to the various compounds in which alcohols are used. *

It is impossible to follow the reasoning of the Bureau of Customs in its latest ruling. In fact we are doubtful that the Bureau can follow its own reasoning in the matter. We hesitate to raise the question but what about articles compounded with glycerine? That material is dutiable under paragraph 43 of the act and it is technically an alcohol. Cannot the Bureau extend its new assumption of power and levy 75 per cent and 40 cents per pound against compounds containing glycerine too? Or just where will the Bureau stop in the matter?

More Protection for Trade Marks

ON another page in this issue there appears an article on the selection and protection of trade marks written by Daniel L. Morris, a member of the patent law firm of Hogue & Neary, New York City. Mr. Morris, who has given much of his time to the prosecution of trade mark infringers, outlines here some of the remedies which the manufacturer has at his disposal for the correction of offenses against his trade-marks.

Among these remedies, there appears one, which to the layman would seem much more effective, in cases where it can be invoked, than any of the others. Unfortunately, however, it is not a remedy which is open for use against the infringer and counterfeiter in every instance.

In New York and in a few of the other states, the law makes the imitation or infringement of a trade mark a misdemeanor, punishable by fine, imprisonment or both. This places a very potent weapon in the hands of the manufacturer who is seeking to protect his rights. It is especially valuable in the case of infringements by "fly-by-night" concerns, which have little fear of injunction or damage suits both because of the time which is required to try a civil action and because they are virtually judgment proof.

The usual method of bringing injunction proceedings is naturally not effective against this most persistent and possibly most dangerous class of infringers. They work on a small scale, have no tangible assets, and are able to rob the manufacturer of his sales, injure his good will, and, in the end, to dispose of the fraudulent merchandise before even a preliminary injunction can issue. A civil suit against them is unavailing, because they have nothing which can be attached to satisfy a possible judgment.

But they have a very healthy respect for criminal proceedings and a profound dread of the very idea of imprisonment. The New York state law allows prompt criminal action against this gentry and experience has shown that it is a strong deterrent to subsequent attempts at infringement by them or by others who may have gotten wind of the infliction of a heavy fine or a jail sentence.

It would seem that the manufacturers should take some joint action looking toward the extension of the New York State statute to other states which as yet have not

OUR ADVERTISERS

SWINDELL BROTHERS

Baltimore, Md.

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
81 Fulton Street, New York City.

Gentlemen: We are very happy to say that the service you have given us during the past few years has been most satisfactory. We certainly must compliment you on the attractive manner in which you have been displaying our advertisement; also on the general originality and beauty of your journal.

We have received many inquiries from parties desiring to purchase goods in our line, who have stated they observed our advertisement in your journal. These inquiries not only applied to this country but to foreign countries.

Wishing you further success in your publication, and with kind regards, we are

Yours very truly,

SWINDELL BROTHERS.

adopted it. Not so many years ago, business was hampered by lack of a uniform Negotiable Instrument Law. Such a law was drafted and, through pressure by the business community, was brought to enactment in virtually all of the states with the result that practice has been clarified with respect to negotiable instruments and full recourse is provided in actions of this class throughout the country. The present trade-mark situation is in large measure comparable to the negotiable instrument situation before the passage of the uniform state laws on that subject. And it is almost as important from the standpoint of the manufacturers.

A proposal for a uniform criminal infringement statute along the lines of the present New York law, which is quoted at length in Mr. Morris's article, would undoubtedly be backed by every legitimate manufacturer of branded merchandise. Is this not a matter which should have the attention and full support of the trade organizations, which work so effectively in other ways for the producers of trade-marked goods?

A Method for Legal Simplification

IT is generally conceded that something should be done to simplify the complex legal structure of the country. Laws have multiplied, with the legislatures of forty-eight states and the National Congress grinding out increasing numbers each year. Even the most learned attorney or justice cannot pretend to be familiar with more than a very small percentage of these statutes. How, then, is it possible for the layman to know what are his rights and what is forbidden?

To this situation, Governor A. Harry Moore of New Jersey proposes a remedy. He would have all laws in the future enacted with a limiting clause providing that, after remaining in force twenty-five years, they shall lapse unless re-enacted. Possibly this remedy would aid in the solution of this perplexing problem. It would at any rate force the reconsideration of legislation, often hastily drawn and poorly conceived, and give opportunity for the revocation of enactments which time has proven inadvisable.

French Tariff Interests Synthetic Makers

*Congress Hearings, but No Early Action on Tariff Law
Fight in Trade Board on Resale Propaganda
Good Showing Made in Foreign Trade*

WASHINGTON, D. C., October 15.—At the same time that the Ways and Means Committee of the House will be engaged in framing a tax revision bill for introduction when Congress convenes in December, a sub-committee of the Ways and Means Committee will resume hearings on the proposed revision of customs administration. The hearings will open on October 24 and will extend to October 29. Only administrative provisions of the Tariff Act will be considered and the subcommittee has no jurisdiction to admit testimony regarding duties.

It is certain that no tariff rate revision will be undertaken at the next session of Congress and there is some doubt whether a bill proposing changes in administrative features of the law will be acted upon, as there is no disposition on the part of the Ways and Means Committee to raise an issue which might provoke controversy on tariff rates.

Synthetic Organics on French Tariff Matter

The possibility that the Administration may deem it necessary to invoke against France the retaliatory measures provided in the Tariff Act, and as some consumers of synthetic organic chemicals may fear that such an action would embarrass them, August Merz, president of the Synthetic Organic Chemical Manufacturers' Association of the United States, has sent the following communication to President Coolidge:

"The French Government has seen fit to discriminate against importations from the United States, and in view of the fact that the Administration may decide it necessary to avail itself of the authority provided under Section 317 of the present Tariff Act, to impose an additional duty of fifty per cent, or even to declare an absolute embargo against imports from any country discriminating against the United States, we offer the following facts for consideration:

"The Synthetic Organic Chemical Industry of the United States, of which this Association represents a substantial portion, has developed to the point where the most drastic provisions invoked against the products of the similar industry of France would work no hardship on the American consumers of such products. The volume and variety of synthetic organic chemicals of the United States could easily be increased to care for all our domestic requirements, and while we hope some other method may be found, there need be no fear that the imposition of even the most drastic provisions of the Tariff Act will create any serious difficulties for the American consumers."

Hearing in Resale Price Maintenance Case

Whether a trade organization has the right to spread the doctrine of resale price maintenance was the issue debated when the Federal Trade Commission heard final argument October 5 in its proceeding against the New York Pharmaceutical Conference, Inc. The Commission's complaint against this association, brought July 8, 1926, alleged that, beginning in 1924, the respondent undertook to secure the adoption and maintenance by manufacturers and jobbers ship-

ping drugs and sundries from outside the state into New York City of resale prices for their products; and concurrently sought to induce retail druggists in its member associations to adhere to such prices and not to purchase goods from manufacturers and jobbers who failed to adopt a resale price maintenance policy.

The case came before the Commission for final argument on a stipulation as to the facts entered June 6, 1927, and the only contested points were certain provisions of the proposed order to cease and desist whereby the New York Pharmaceutical Conference would be restrained from encouraging, by persuasion, propaganda and otherwise, manufacturers from doing what they have a legal right to do, namely, establish and maintain resale prices for their products. William T. Chantland, the Commission's attorney, contended that these provisions of the proposed order are good at law. He argued that in the exercise of his right to fix a resale price for his product the manufacturer shall not have such action put upon him, that if he is induced to do so, his freedom of action has been taken away, and the party influencing him is acting to restrain competition.

The New York Pharmaceutical Conference was represented at the hearing by Sol A. Herzog and Archer Scherl, attorneys. They stood on the proposition that the Commission cannot restrain the association from conducting propaganda and education in favor of resale price maintenance. Mr. Herzog referred to the U. S. Supreme Court's decision in the Government's case against Colgate & Company in which the court held that a manufacturer or vendor may maintain a resale price on the article he sells.

"Why then is it illegal for respondent to advocate such a policy?" asked Mr. Herzog. "It is upon its right to advocate and spread this well-established proposition that the respondent rests. The respondent seeks to place no obligation of any sort upon any vendors. It asks only for the untrammelled right to advocate to all links of the merchandising chain comprehended within the retail drug trade, the advisability of price maintenance, the limits placed on its establishment by the law and suggested changes in the law.

"The respondent suggests no prices, it has no follow-up system, it imposes no penalties, it enforces absolutely and literally nothing. Respondent asks no vendor to set any price. It does not ask its membership to sell at any given price. The essential vice sought by the courts in voiding certain features of sales policy enforcement is agreement. In the case at bar this does not exist," Mr. Herzog declared.

Mr. Herzog suggested that the Commission in considering the steps taken by the association which led to the issuance of the complaint in this proceeding should keep in mind the conditions which confronted its membership. The situation is described in Mr. Herzog's brief as follows:

"Retail pharmacy in New York in 1924 faced a most serious situation due, in large part, to the enactment of the Volstead Act. Druggists, retail and wholesale, suddenly and tremendously increased in number. With the co-operation

of respondent, the Government succeeded in reducing the number of wholesale druggists to pre-Volstead normality. To cover up illegitimate liquor transactions, prices on articles usually handled by the trade were ruthlessly slashed so that legitimate dealers in the field were at a hopeless economic disadvantage."

Stresses Legal Rights of Association

The National Association of Retail Druggists was permitted by the Commission on October 3 to intervene in the case against the New York Pharmaceutical Conference. The association was represented at final argument of the case by Eugene C. Brokmeyer and T. J. Hart. Mr. Brokmeyer addressed the Commission on the contested points of the proposed order. He declared that these provisions of the order would deny to the N. A. R. D. and all other trade organizations the legal right to educate their members and the public as to the difference between honest and dishonest merchandising methods and practices and thereby protect independent retailers and preserve competition as a safeguard to the public against rapidly growing retail distribution monopolies.

Mr. Brokmeyer argued that there is no legal justification for the objectionable provisions of the order because there is no testimony in the case showing that the acts of the New York Pharmaceutical Conference in this respect tended to lessen competition or to promote a monopoly. Such an order, he said, would abridge the constitutional right of freedom of speech and prevent the National Association of Retail Druggists and all other trade organizations from active co-operation with the Commission in its general investigation of resale price maintenance which is now under way.

Fight on Cosmetics Due in Congress

As the opening of Congress approaches with the prospect that Capitol Hill will become a battleground on cosmetics legislation this winter, the industry gradually is drawing up its forces and tightening its lines. It is expected that Senator Copeland of New York will introduce his bill early in the session. The pattern of the proposed measure, which is similar to the bill put forward in the New York state legislature earlier in the year, is well known to the trade. Its policy with respect to such legislation probably will be outlined in the near future.

Opposition to Caustic Poison Law

The probable outcome of attempts to draft regulations for the enforcement of the Federal Caustic Poison Act will be a move on the part of the trades affected to have Congress either repeal the law outright or amend it so as to restrict its application to concentrated lye products. Hearings on the proposed regulations have developed that the statute is so loosely drawn that its enforcement will be a practical impossibility.

Intended to safeguard the users in the household of dangerous, caustic and corrosive acids, alkalies and other substances by requiring that packages for household use shall be labeled "poison," the law is very indefinite as to what substances come within its scope. Its language is so broad that the American Drug Manufacturers' Association, the National Association of Retail Druggists, the Proprietary Association, and manufacturers of medicinal and pharmaceutical products have been obliged to guard against its application to such preparations.

Dr. William C. Woodward, chairman of the legislative bureau of the American Medical Association and sponsor of federal legislation to prevent accidents in the household hand-

ling of caustic poisons, stated at a hearing on September 20 that there must be a clear distinction made between preparations containing caustic poison used in the household and other preparations prescribed by physicians which may contain such substances.

Harry B. Thompson, counsel of the Proprietary Association, urged at the hearing that the term "suitable for household use," as used in the statute, should be defined as "suitable for any sanitary, disinfecting, deodorizing and cleansing use."

At a hearing October 7, Eugene C. Brokmeyer, attorney for the National Association of Retail Druggists, presented an analysis of the law demonstrating how unworkable it is, and Professor James H. Beal, a member of the Board of Trustees of the U. S. Pharmacopoeia, elaborated further on this aspect of the situation. Professor Beal explained how substances named in the law, when used in one preparation, are subject to its provisions, but are exempt when used in others.

It will be another month before the regulations under the Federal Caustic Poison Act finally are promulgated by the Food, Drug & Insecticide Administration of the U. S. Department of Agriculture, which is charged with the enforcement of the law. The National Drug Trade Council will meet in Washington a few days before Congress convenes December 6. It is expected that action will be taken at that meeting looking toward repeal or substantial amendment of the law and other trade organizations are expected to follow suit.

Foreign Toiletries Trade Shows Gains

Import trade in toiletries was nearly 30 per cent larger in August this year than in August, 1926, reaching an aggregate value of \$589,295, as compared to \$458,824. August imports also were approximately 10 per cent greater than in July, this year, when the total was \$536,543. Exports of soaps and toilet preparations gained in August, with an aggregate value for the month of \$1,696,528, as compared to \$1,370,550 in July and \$1,436,150 in the corresponding month of last year.

Large imports of perfume materials featured August trade. Dutiable products had a value of \$189,589 and free products \$111,540, against \$103,470 and \$45,720, respectively, a year ago. Importations of perfumery, bay rum and toilet waters were smaller than in the corresponding month of last year, totaling only \$150,794, as compared to \$182,145. Cosmetics, powders and creams were imported during August to the value of \$49,267, against \$43,785 in August, 1926.

Castile soap imports in August, valued at \$33,123, dropped considerably from the July figure, but continued larger than last year, when August imports had a value of \$24,053. Importations of toilet soaps mounted in August to \$49,049 from \$40,285 in July and exceeded August, 1926, imports by \$15,000. Imports of other soaps in August were of negligible importance, having a value of \$5,933, as compared to \$25,157 a year ago.

Exports of all kinds of soaps were larger in August than in either the preceding month or in August last year. Shipments of toilet and fancy brands had an aggregate value of \$287,460, as compared to \$247,678 a year ago; laundry soap, \$327,554, against \$318,730; and other soaps, \$123,547, as compared to \$96,971.

Among toilet preparations, export trade in dentifrices was considerably stronger. Export shipments of dental creams

(Continued on Page 436)

Duty on Iso-propyl Alcohol Perfumes

New Customs Ruling Reverses Old Non-Alcoholic Rating

Court Decision Favors the Holders of Permits

Dr. Doran Names New Advisory Board

WASHINGTON, D. C., October 15.—The Bureau of Customs has issued its decision, holding that perfumes containing iso-propyl alcohol are dutiable as an alcoholic perfumery at 75 per cent ad valorem and 40 cents a pound under paragraph 62 of the Tariff Act of 1922. Such perfumes previously have been classified as a non-alcoholic perfumery under paragraph 62 at 75 per cent ad valorem only.

The Bureau holds that the word "alcohol" as used in the paragraph is not limited in meaning to ethyl alcohol and that consequently perfumes in which iso-propyl alcohol is used as a solvent are subject to the higher duty. The Bureau's ruling, the text of which follows, will become effective 30 days from date of publication in the weekly Treasury Decisions. The Bureau's decision is in the form of a letter to the New York appraiser.

Text of the Bureau's Ruling

"The Department duly received your letter of August 16 last, returning its reference, a letter from the Comptroller of Customs, Chicago, Illinois, relative to the classification of merchandise invoiced as heather and assorted perfumes in which iso-propyl alcohol was used as a solvent.

"The merchandise was assessed with duty as non-alcoholic perfumery at the rate of 75 per cent ad valorem under paragraph 62 of the tariff act, and the Comptroller requests a ruling upon the question whether the word 'alcohol' when used without qualification in the various paragraphs of the tariff act should be construed as being limited to ethyl alcohol, and you express the opinion that such a limitation of the term is not correct and invite attention to various paragraphs in the act carrying an excluding proviso which reads, 'That no article containing alcohol shall be classified for duty under this paragraph,' and you state that it is not perceived how the unqualified term 'alcohol' as used in paragraphs 10, 13, 34, 35, 39 and 1567 of the tariff act can be limited to ethyl alcohol when paragraph 4 of the said act under the caption 'alcohol' provides for ethyl, amyl, butyl, propyl and methyl.

"In view of the provision in paragraph 4 for the various alcohols enumerated therein, there would seem to be no good reason for limiting the word 'alcohol' in the various paragraphs of the tariff act cited in the preceding paragraph to ethyl alcohol. You are accordingly directed to assess duty upon merchandise of the character under consideration as perfumery containing alcohol, under paragraph 62 of the tariff act of 1922, at the rate of 40 cents per pound and 75 per cent ad valorem, leaving the importers, if dissatisfied, to their remedy by protest. Inasmuch, however, as it appears to be the present practice to classify this merchandise as a non-alcoholic perfume under paragraph 62 at the rate of 75 per cent ad valorem, you are directed not to impose the higher rate except upon such perfumery imported or withdrawn from warehouse for consumption after 30 days after the publication of this letter in the weekly Treasury Decisions."

The findings were issued by E. W. Camp, Commissioner of Customs, after having been drafted by George W. Ashworth, of the Bureau of Customs, who is in charge of tariff classification matters.

Dr. Doran to Appeal New York Adverse Decision

An appeal will be taken by the Government from the decision of the U. S. District Court at New York in which Judge Joseph C. Hutcheson held that a perfume manufacturer holding a permit for the withdrawal of denatured alcohol is required under the law only to show actual confirmations of sales and that an order of the prohibition administrator that he was not permitted to withdraw any denatured alcohol until he should submit orders for his product from persons having a recognized standing in the perfumery industry "was merely personal and arbitrary and without support in regulation or law."

James M. Doran, the Commissioner of Prohibition, stated with reference to the case that he had not seen Judge Hutcheson's complete decision, but that the Department of Justice would be requested to take an appeal. Judge Hutcheson's opinion reads, in part, as follows:

"I think there is much to be said in support of plaintiff's view that, since Article 112 makes no provision and gives no directions as to what shall be done by the administrator after the hearing to show cause, the action of the administrator in this case was merely personal and arbitrary and without support in regulation or law.

"For it is fundamental that where Congress authorizes regulations having the force of the law to be made, these regulations must be as clear and explicit as the law and must not leave to be supplied by the personal view of the administrator important and effective provisions.

"I am also of the opinion that, in view of the provision of Article III, 'when a manufacturer holds permit form 1481 he may make application on form 1477 and the administrator shall promptly approve such application on form 1477, which thereupon becomes a permit,' there is very grave doubt whether the position of the defendant that form 1477 is not a permit can be sustained.

"The action of the administrator in this case cannot be sustained because the evidence does not show that the plaintiff has 'disposed of his product to such persons, or in such manner, as to render actual confirmation of his sales by examining officers impossible,' but, on the contrary, does show sales made in such manner and to such persons as that the confirmation thereof was not only possible, but was, in fact, had.

"The position of defendants that the regulations should be extended to cover cases not embraced in them, that is, where the officers, after confirming sales, have reason to believe, and do believe, that the alcohol is going into illicit channels, I cannot concur in.

"The regulations contain only one requirement, and that is for actual confirmation. Here that has been explicitly com-

plied with. So believing, the prayer of plaintiff's bill will be granted."

Planning to Limit Alcohol Production

The reduction sought in the production of alcohol under the co-operative plan recently announced by J. M. Doran, Commissioner of Prohibition, will not affect legitimate users, according to Dr. Doran, but is intended to deprive illicit distributors of a supply. Commencing January 1, 1928, production quotas will be assigned to the alcohol manufacturers. Under this system Dr. Doran believes that the annual production will be reduced 5,000,000 to 10,000,000 gallons from the present average of 95,000,000 gallons.

Mrs. Mabel Walker Willebrandt, Assistant Attorney General, has given the opinion that Commissioner Doran's plan is legally sound under the National Prohibition Act and it is assumed that the exercise of such authority by the Commissioner will not be brought into question, at least for the time being, as the alcohol manufacturers generally believe that, in Dr. Doran's hands, the new system will be satisfactory. A manufacturer who objects to the quota assigned him, is assured of careful consideration of his protest, as it is within his power to challenge the legality of the whole scheme in the courts.

To aid him in perfecting the operation of this plan, and in determining production quotas, Dr. Doran has revived the practice of naming an advisory committee, and on September 30 he announced that the following representatives of the trades affected will compose the committee:

Dr. Martin H. Ittner, Jersey City, chief chemist of Colgate & Company and chairman of the Industrial Alcohol Committee of the American Chemical Society.

Dr. Harrison E. Howe, Washington, D. C., editor of the *Journal of Industrial and Engineering Chemistry*.

H. S. Chatfield, New York, chairman of the Industrial Alcohol Committee of the National Paint, Oil & Varnish Association.

A. Homer Smith, Baltimore, Sharp & Dohme.

Frank A. Blair, Household Products Company, New York, and president of the Proprietary Association.

Samuel C. Henry, Chicago, secretary of the National Association of Retail Druggists.

Frank J. Noonan, Noonan & Sons, Boston.

Russell R. Brown, president, U. S. Industrial Alcohol Co., New York.

George F. Dieterle, president, Federal Products Co., Cincinnati, and president of the Industrial Alcohol Manufacturers' Association.

C. Mahlon Kline, Smith, Kline & French Co., Philadelphia.

Fred S. Rogers, Middletown, N. Y., president of the Flavoring Extract Manufacturers' Association.

Charles L. Reese, E. I. du Pont de Nemours & Co., Wilmington.

The Crooked Salesman

There are few crooked salesmen today, remarks a writer in *Silent Partner*. Most salesmen are commercially straight, for they know it pays.

A crooked salesman occasionally catches an unsuspecting little customer, but most of the big fish have two or three hooks in their mouths and are mighty careful about what they bite.

Big orders come with confidence. Repeat orders are the result of satisfactory service.

Synthetic Chemical Census for 1926

WASHINGTON, D. C., October 15.—The U. S. Tariff Commission's final report on the 1926 census of dyes and other synthetic chemicals, just made public, discloses an increase of 29 per cent over 1925 in the production of flavors and a decline of 18 per cent in the output of coal-tar perfume materials. The Commission's report with respect to flavors and perfume materials reads:

Description.—There is no sharp line of demarcation between these two classes of coal-tar chemicals, many of them being used both as flavors for food products and as perfumes for soaps and other toilet articles. Separate classification is therefore in certain cases purely arbitrary.

Production of flavors.—The total production of flavors in 1926 was 2,857,913 pounds, a 29 per cent increase over the previous year. Sales in 1926 were 2,629,126 pounds, valued at \$1,482,697—a value of 56.4 cents a pound as compared with 66 cents in 1925.

Methylsalicylate, a flavor used largely as an artificial wintergreen, again led this group in quantity and value. The output was 2,456,684 pounds, a 35 per cent increase. Sales were 2,242,983 pounds, valued at \$743,140.

Coumarin was reported by six firms in 1926. Production was 146,640 pounds, an increase of 45 per cent over 1925. Sales in 1926 were 138,925 pounds, valued at \$355,915, or \$2.56 per pound.

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Export Trade Shows Gain

(Continued from Page 434)

totalled \$390,074, as compared to \$278,064 in July and \$272,018 in the corresponding month of last year. A slight gain was recorded in August in exports of talcum and other toilet powders and shipments had a value of \$145,184, as compared to \$136,724 in July and \$139,768 in August, 1926.

Exports of creams, rouges and other cosmetics increased considerably over the preceding month, totaling \$177,128, against \$145,687, but compared unfavorably with August, 1926, exports valued at \$202,407. Exports of perfumery and toilet waters remained steady in August at \$28,574, as compared to \$26,598 in the preceding month and \$29,914 in August last year. Exports of toilet preparations of other descriptions were large, with a value of \$186,418, as compared to \$134,537 in July and \$111,208 a year ago.

Essential Oil Imports Much Larger

Imports of essential oils increased considerably in August, following a decline in the preceding month. Importations had an aggregate value of \$527,492, as compared to \$455,232 in July and \$463,832 in August, 1926. Imports of bergamot continued to grow in volume, shipments received during the month totaling 6,934 pounds, valued at \$43,522, as compared to imports in August last year of 3,335 pounds, valued at \$18,064. August imports of lavender and spike lavender were unusually large, amounting to 17,612 pounds, invoiced at \$43,747, as compared to August, 1926, imports of 7,864 pounds, valued at \$10,672.

Exports of peppermint oil dropped in August to 9,421 pounds, valued at \$37,414 from July shipments of 17,000 pounds, valued at \$164,906. In August, 1926, exports of peppermint amounted to 3,569 pounds, valued at \$44,494. Exports of other essential or distilled oils during August amounted to 226,387 pounds, valued at \$115,861, as compared to 274,188 pounds last August valued at \$77,006.

Chemical Exposition Held in New York

*Grand Central Palace Is Scene of Eleventh Display
Students' Course Interesting and Successful
Exhibits Show Chemical Progress*

THE Eleventh Exposition of the Chemical Industries was held at Grand Central Palace, New York, the week of September 26. While the number of new developments in chemistry which were displayed at the exposition was hardly up to that of the 1925 show, the exhibits showed that definite progress has been made in the chemical industry during the two year interval and that the industry rests on a firm basis as one of the country's leading lines of industrial endeavor.

A change in the system of admission cut down the number of visitors at the exposition considerably, but was a complete success from the standpoint of the exhibitors in that it provided for a selected crowd, practically each member of which was definitely interested in some phase of the display. Admission was by invitation only, the invitations being distributed by the exhibitors themselves.

Few of the large chemical manufacturers were represented by displays, but there was a wealth of new chemical equipment and apparatus shown in the booths of the exhibitors.

The students' course was a complete success, the registration and attendance being heavy and the lectures of more than usual interest. Discussions of various phases of chemistry and chemical engineering featured this program. Of interest to our industries was the discussion of the use of perfumes in various types of insecticides for the control of insect pests. In this work the United States Bureau of Entomology has played an important part.

Some of the Principal Exhibits

Among the displays of particular interest to readers of this journal were the following:

Alsop Engineering Co.—This company displayed a new type of pressure filter and new vacuum bottle filling machines, in addition to its line of glass lined tanks and agitators, ranging in power from 1/10 to 5. H. P. Another feature was a line of monel metal apparatus. Samuel Alsop, president of the company, was in charge, assisted by C. Crowley, T. Turner, W. W. Freystedt and C. D. Williamson.

Aluminum Company of America.—This attractive booth featured articles made of aluminum. Those of particular interest to the toilet preparations industry were the line of collapsible tubes and seals and the coils and kettles manufactured by the company. A feature was a line of aluminum office furniture lacquered to give all the appearance of fine wood. P. S. O'Brien, J. H. Flaherty, D. H. Tilson, Dr. P. V. Faragher, K. E. Luger and J. H. Painter represented the company at the exposition.

Arthur Colton Co.—Automatic tube filling, closing and clipping machine manufactured by this company was shown in actual operation and small tubes of tooth paste as they came from the machine were given to visitors. Gelatin cans offered by the company, as well as a number of machines which it manufactures for the pharmaceutical

trades, were on display. The company was represented by F. X. Roellinger, R. L. Colton and Alfred Kath.

Economic Machinery Co.—The feature of this display was a new full automatic World Labeler which will apply both front and back labels in one operation gumming the entire label. Other machines manufactured by the company were also displayed. Those in attendance were A. V. Wilkins, W. G. Malm, H. C. Morgan and C. E. Butler.

Edward Ermold Co.—This company showed its line of labeling machinery in actual operation. The booth was in charge of W. E. Blauvelt, assistant manager. His assistants were J. H. Wieland, chief engineer, F. Schoellkopf and H. Daidone.

Glascote Co.—The booth was featured by glass lined apparatus, the most prominent object being an enormous glass lined kettle. M. W. Butler, George Ruhf and R. W. Huntley were in attendance.

Karolith Corporation.—An attractive display of various objects manufactured from karolith was shown in the booth of this company. Bottles and boxes suitable for the cosmetics industry formed a prominent part in the exhibit. The company gave karolith poker chips as souvenirs. A. S. Zimmerman, C. L. Spitz, and E. V. Vawter were in charge of the display.

Karl Kiefer Machine Co.—This company showed a new straight line vacuum filling machine in addition to its rotary automatic vacuum filler and an automatic filler for creams, ointments and the like. E. E. Finch, general manager, was in charge, assisted by A. J. Sterling and J. Depicaza of the New York office, J. Eckhoff of Cincinnati and P. Jorgensen, manager of the San Francisco office.

Mathieson Alkali Works.—This company showed its line of heavy chemicals, consisting of alkalis and chlorine products, as well as its vanillin and coumarin. J. W. Boyer had charge of the display, with R. J. Quinn, Daniel Townend, O. K. Mayland, A. E. Wennerstrom, J. R. Schmertz, J. H. MacMahon, W. E. Phillips, Hoke Martin, T. Gillespie, J. D. Williamson and H. F. Schmidt as his assistants.

The Pfaudler Co.—The feature of this booth was an all purpose still and its individual parts separately displayed. Kettles, pipe and fittings manufactured by the company were also shown. R. B. Kilmer, sales manager, was in charge. Others in attendance were P. A. Laird, P. S. Barnes, M. J. Goodwin, S. A. Smith, R. H. Hand, chief chemist, Otto Green, chief engineer, J. J. Hickey, G. E. Matter, E. L. Geisinger and W. E. Gray.

Premier Mill Co.—This company displayed several sizes of its colloid mill. The following representatives of the company were in attendance at the booth: B. M. Nester, S. K. Nester, W. A. McLean, B. T. Bush, New York representative, E. R. Smead and Edward Bush.

Proctor & Schwartz.—Among the new things shown of interest to the toilet preparations industry was a small

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DISPLAYS AT THE CHEMICAL EXPOSITION

1. Karl Kiefer Machine Co. 2. The Pfaudler Co. 3. T. Shriver & Co. 4. Edward Ermold Company. 5. Arthur Colton Co. 6. The Glascote Co. 7. Aluminum Company of America. 8. Proctor & Schwartz, Inc. 9. Spring Stopper Co. 10. The Mathieson Alkali Works, Inc. 11. Karolith Corporation.

On Ethyl Protocatechuic Aldehyde

*A Monograph on One of the Less Familiar
But Important Synthetic Materials
by Justin Dupont, Argenteuil, France*

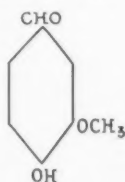
IT is a recognized fact in the chemistry of perfumes that in numerous instances the different homologous bodies in a given series possess different odoriferous properties. Thus, Benzylic Alcohol: $C_6H_5-CH_2-OH$ is practically odorless.

Its immediately superior homologue, phenylethyl alcohol: $C_6H_5-CH_2-CH_2-OH$ is one of the perfect types of synthetic perfume material. The mere introduction of a CH_2 group into the molecule is sufficient to produce this great transformation.

In the series of methylic ethers of acetylenic acids, studied by Moureu and Delange, the first number, methyl acrylate, has a really disagreeable odor. As we go up in the series, we find that methyl heptene carbonate and methyl octene carbonate possess violet odors which have caused them to be adopted in perfumery. Other examples could easily be cited.

The series of ethers of protocatechuic aldehyde present no less striking phenomena.

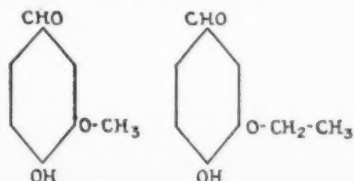
The methylic ether is well known. Under the name of



vanillin, it has obtained a high position in the realm of synthetic perfume materials. It is a familiar fact that the synthetic reproduction of this aroma of the vanilla bean is due to the work of Tiemann and Haarmann and that its commercial production dates back more than 50 years.

The homologues of vanillin were described for the first time in the patents granted to Chemische Fabrik Schering (D.R.P. 81,352, 85,196, 90,395). These patents show the process of preparation and the properties of the ethylic, propylic, isopropylic and isobutylic derivatives of the protocatechuic aldehyde. They contain no special mention of the odoriferous properties of these bodies, merely indicating that they possess a very strong odor similar to that of vanilla.

Ethyl protocatechuic aldehyde, however, enjoys particularly interesting odoriferous properties. This product was put on the market only in 1904. In appearance it is quite similar to vanillin, consisting of white crystals at a melting point of 77.5 degrees, C. It is less soluble in water than vanillin but very soluble in alcohol, even when cold.



What makes this product of considerable interest is its odor strength which is at least $4\frac{1}{2}$ times that of vanillin. As in the case of benzylic alcohol and phenylethyl alcohol cited above, the mere addition of a CH_2 link produces a considerable increase in the odor strength.

In addition, there is a change not only in the quantity but also in the quality of the odor. The perfume of ethyl-protocatechuic aldehyde is more nearly that of the vanilla bean than is the perfume of vanillin.

South African Pelargonium Oil

A sample of pelargonium oil, distilled from fresh green shoots, was received by the Imperial Institute from Kirstenbosch. The plant was probably a hybrid, in which one of the parents was *P. graveolens*. The oil yield was about 0.04 percent of the weight of fresh materials, and the sample was a clear, pale yellowish-brown oil with a green tint and a rose-like odor. The properties of the oil are appended in comparison with Algerian and Bourbon geranium oil (Parry, "Chemistry of Essential Oils"):

	Present Sample	Commercial Geranium Oils	
		Algerian	Bourbon
Specific Gravity, 15°	0.901	0.892 to 0.904	0.838 to 0.896
Optical Rotation	-8.1°	-6.5° to -12°	-7.8° to -13.8°
Refractive Index, 20°	1.466	1.465 to 1.472	1.462 to 1.468
Acid Value	0.8	1.5 to 9.5	1.5 to 12
Ester Value	2.0	34 to 70	50 to 78
Esters % (as Geranyl Tiglate)	0.8	14.3 to 29.5	21 to 33
Ester Value after acetylation	222.8	203 to 230	206 to 233
Total Alcohols % (as Geraniol)	73.6	62 to 71.5	60 to 71
Solubility in 70% Alcohol at 15°	Clear solution not obtained.	1 in 2 to 3 vols.	1 in 2 to 3 vols.

A firm of essential oil merchants agreed that the ester value was abnormally low, but stated that they were prepared to pay about 8s. per lb. for the oil for manufacturing purposes.

A firm of soap makers agreed with this price as being around the proper price for this oil.

The fragrance of this sample was good, and the oil should be saleable here. The oil yield seems rather low, as the normal yield appears to be from 0.1 to 0.2 percent.—*Oil & Color Trades Journal*.

German Food Law to Control Cosmetics

Cosmetics are brought within the scope of the new German pure food law which, according to an announcement by the Foreign Tariffs Division of the Department of Commerce, becomes effective on October 1. Regulations issued under prior statutes will remain operative pending promulgation of regulations under the new law. The law prohibits the production and distribution of foodstuffs, the consumption of which may be harmful to human health, and of other products within its scope, except petroleum, whose indicated or anticipated use may be harmful to human health by reason of their composition or impurities.

Selection and Protection of Trade-Marks

*Both State and Federal Laws Favor the Manufacturer
Who Seeks Protection*

by Daniel L. Morris, of the New York Bar

A TRADE-MARK, from the point of view of the trade-mark owner, is to identify the goods to which it is applied with himself. Therefore, great care should be exercised in selecting a trade-mark which is of such character that the exclusive right to its use may be acquired.

Unless a trade-mark is selected with care and with an appreciation of a possibility of infringement, the trade-mark owner may find that, after having created a market for his goods under the particular trade-mark, he may have to share that market with imitators.

Of course, it does not follow that, even if he selects a trade-mark with due care, his rights will not be infringed by imitators, and that it will not be necessary for him to sue to protect his rights. But, when a trade-mark is used which is on its face valid, or, in other words, susceptible of exclusive appropriation, there is a class of competitors who, being cognizant of the mark, will appreciate its validity and will respect the owner's rights therein, and there is a class of competitors who will infringe the trade-mark rights, but not intentionally, either because of lack of appreciation of the validity of the mark or lack of knowledge of its existence. There remains a class of competitors who will infringe the trade-mark rights intentionally and regardless of the validity of the trade-mark or the consequences of their infringement. From the first of the two classes of infringers little trouble may be expected, for the members of this class, being unintentional wrongdoers, usually cease their infringement upon having it called to their attention. From the latter class of infringers more trouble may be expected, for the members of this class increase with the increase of the demand for the goods to which the true trade-mark is applied and usually do not fear a suit. This absence of fear is because these infringers, having no business standing or reputation, cannot be harmed by the mere filing of suits against them. Moreover, before starting on the illegitimate business venture an infringer of this class usually distributes what property he possesses in such manner that it will not be affected by any decree which may be rendered against him.

The selection of a proper trade-mark, therefore, usually eliminates any serious infringement by the members of either of the first two classes and makes it necessary to sue only the members of the last class, who will cease only upon the issuance of an injunction.

It is quite impossible to lay down any definite rules as a guide in the selection of a trade-mark, but it might well be asserted as a general proposition that a trade-mark should be purely fanciful. Of course, the selection of a fanciful trade-mark is not always the desire of the owner, for he oftentimes prefers to have the mark indicate the nature of the goods to which the mark is applied or to indicate the source of supply, thus injecting into the mark itself a certain advertising value. It would be much better,

however, for the trade-mark owner to depend upon his advertising agent to so put the trade-mark before the public that the public will associate the trade-mark with the particular goods and with the trade-mark owner.

The Federal trade-mark statutes indicate to some extent the classes of marks which are susceptible of exclusive appropriation, in that they define the classes of marks which may not be registered in the United States Patent Office under the Act of February 20, 1905. For instance, this statute provides that a mark will not be registered if it comprises (a) immoral or scandalous matter, (b) the flag or coat of arms or other insignia of the United States or any simulation thereof, or of any state or municipality, or of any foreign nation, (c) any design or picture that has been or may be adopted by any fraternal society as its emblem, (d) any name, distinguishing mark, character, emblem, colors, flag or banner so adopted and publicly used by said institution, organization, club or society prior to the date of adoption and use by the applicant, (e) a mark which is identical with a registered or known trade-mark owned and in use by another and appropriated to merchandise of the same descriptive properties and which so nearly resembles a registered or known trade-mark owned and in use by another and appropriated to merchandise of the same descriptive properties as to be likely to cause confusion or mistake in the mind of the public or to deceive purchasers, (f) merely the name of an individual, firm, corporation or association not written, printed, impressed or woven in some particular or distinguishing manner or in association with a portrait of the individual, (g) merely words or devices which are descriptive of the goods with which they are used, or of the character or quality of the goods, (h) merely a geographical name or term and (i) a portrait of a living individual, unless his written consent to the registration has been obtained.

All of these inhibitions are waived, so far as registration in the United States Patent Office is concerned, if the applicant or his predecessors in business have used the mark under certain conditions actually and exclusively as a trade-mark for ten years preceding February 20, 1905.

While it is not possible, without too lengthy a discussion, to give the attitude of the courts in respect of the various classes of trade-marks the courts will, if possible, protect the trade-mark irrespective of whether or not it is registered, the decisions indicating that in addition to a desire to protect the rights of the trade-mark owner the courts are impelled by a desire to protect the purchasing public.

The infringement of a trade-mark is quite commonly inextricably tied up with unfair competition in business so that a suit is usually based upon these two tortious acts. The courts, therefore, consider not only whether the trade-mark is valid as a technical trade-mark but also whether the business methods of the defendant are such that he is

in unfair business competition with the trade-mark owner. The consideration of the technical trade-mark phase of the case by the court is, of course, because of its desire to protect the trade-mark owner against infringement, and also because of its desire to protect the public against fraud, that is, to prevent an imitator from palming off his imitation goods as the original. The consideration of the question of unfair competition has also this double aspect, for, if an infringer dresses his imitation goods in such manner as to simulate the dress of the goods of the original the public is likely to be led into believing that the imitation is in fact the original.

An Example of This Attitude

An example of the attitude of the Federal courts is shown in the case of *Klotz et al. vs. Imperial Perfumery & Barber Supplies, Inc.* (298 Fed. 174). In this case the complained of goods were dressed so as to simulate the dress of the bottle of Pinaud's "Eau de Quinine."

The court said:

"The plaintiffs claim that the entire dress of the package, consisting of bottle, color of contents, labels and arrangement of labels, are the property of the plaintiffs through long-continued use.

* * * * *

"The product of the defendant, is contained in a bottle practically identical in appearance as to shape and size. The liquid contents are of the same color in both. The neck label of both bottles is a dull red, with white lettering. The labels on both are approximately of the same size and shape except that the defendant's label has rounded corners while the corners of plaintiffs' label are beveled. On plaintiffs' label, appears a basket of flowers. On defendant's label is a wreath of flowers. Above the wreath on defendant's label appear the words 'Hygiene de la Tete.' Below the basket of flowers on plaintiffs' label appear the words 'Hygiene of the Scalp.'

* * * * *

"The most prominent words on both labels are 'Eau de Quinine.'

* * * * *

"If the defendant has simulated the plaintiffs' package, by combining all of the various items of dress, metallic stopper, labels, the descriptive features of the labels, color and appearance, so that the court can reasonably conclude that the casual purchaser will be deceived and misled, and mistake the defendant's package for the plaintiffs', then the plaintiffs may be entitled to the relief they seek, even though it be admitted that dealers will not be deceived.

* * * * *

"There are a number of minor differences between the forms and dress of the two packages, but no one can look at both packages without perceiving that the resemblance is marked."

The court granted a preliminary injunction.

So, in this case, the court laid down the rule that where the dress of the imitation goods so closely resembles the dress of the original that a casual observer will be deceived and misled, even though a dealer will not be deceived, the infringer will be enjoined.

The same rule is followed by the State courts, as indicated by *Popham vs. Cole*. (66 N. Y. 69), as follows:

"The imitation of a trade-mark with a design to deceive the public and which is liable to deceive them

and enable the imitator to pass off his goods as those of him whose mark is imitated is a fraud upon the latter and a false representation to the public."

Both the Federal and the State laws afford the trade-mark owner an opportunity to register his trade-mark which registration is, in effect, prima facie evidence of ownership.

The registration of a trade-mark under the Federal Statutes enables the owner to bring suit against an infringer in the Federal courts while registration under the State laws is useful in actions for infringement brought in the State courts. As it is sometimes desirable to bring an action in one and sometimes in the other of the courts it is not unwise, at times, to register trade-marks under both the Federal and State laws.

Neither the Federal or State courts hesitate, after the validity and ownership of a trade-mark has been established to issue a preliminary injunction or a restraining order to prevent the continued infringement during the pendency of a civil action, unless there are some peculiar circumstances which resolve the equities in favor of the infringer, or unless it appears in the particular action that the validity of the trade-mark is doubtful. This attitude of the courts makes it possible to obtain quick relief once the exclusive right in the mark has been established and unless, as before stated, the equities are in favor of the infringer or in the particular action, doubt is cast upon the validity.

However, where the mark has not been established, the courts, of course, are more hesitant in issuing a preliminary injunction since the issuance of the injunction puts a stop to the alleged infringer's business for such a length of time that, even should he ultimately prevail in the suit, it would oftentimes be quite impossible for him to reestablish the business.

Important State Law

Some of the States, notably New York, afford another type of relief which has, in my own experience, proven very effective.

The Code of Laws of the State of New York provides in substance that a person who:

"1. Falsely makes or counterfeits a trade-mark; or,

"2. Affixes to any article of merchandise, a false or counterfeit trade-mark, knowing the same to be false or counterfeit, or the genuine trade-mark, or an imitation of the trade-mark of another, without the latter's consent; or,

"3. Knowingly sells, or keeps, or offers for sale, an article of merchandise to which is affixed a false or counterfeit trade-mark, or the genuine trade-mark or an imitation of the trade-mark of another, without the latter's consent; or,

4. "Has in his possession a counterfeit trade-mark, knowing it to be counterfeit, or a die, plate, brand or other thing for the purpose of falsely making or counterfeiting a trade-mark; or,

5. "Makes or sells, or offers to sell or dispose of, or has in his possession with intent to sell or dispose of, an article of merchandise with such a trade-mark or label as to appear to indicate the quantity, quality, character, place of manufacture or production, or persons manufacturing, packing, bottling, boxing or producing the article, but not indicating it truly; or,

"6. Knowingly sells, offers or exposes for sale, any goods which are represented in any manner, by word or deed, to be the manufacture, packing, bottling, boxing or product of any person, firm or corporation, other than himself, unless such goods are contained in the original packages, box or bottle and under the labels, marks or names placed thereon by the manufacturer who is entitled to use such marks, names, brands or trade-marks; or

"7. Shall sell or shall expose for sale any goods in bulk, to which no label or trade-mark shall be attached, and shall by representation, name or mark written or printed thereon, represent that such goods are the production or manufacture of a person who is not the manufacturer; or,

"8. Shall knowingly sell, offer or expose for sale any article of merchandise, and shall orally or by representation, name or mark written or printed thereon or attached thereto used in connection therewith, or by advertisement, or otherwise, in any manner whatsoever make any false representation as to the person by whom such article of merchandise or the material thereof was made, or was in whole or in part produced, manufactured, finished, processed, treated, marketed, packed, bottled or boxed, or falsely represented that such article of merchandise or the material or any part thereof has or may properly have any trade-mark attached to it or used in connection with it, or is or may properly be indicated or identified by any trade-mark,

"Is guilty of a misdemeanor and punishable for the first offense by a fine not less than fifty dollars nor more than five hundred dollars or imprisonment for not more than one year, or both such fine and imprisonment, and for each subsequent offense by imprisonment for not less than thirty days or more than one year, or by both such imprisonment and a fine of not less than five hundred dollars or more than one thousand dollars."

The making of an imitation or counterfeit of a trade-mark a misdemeanor, punishable in the first instance by a fine of not less than fifty dollars or not more than five hundred dollars and by an imprisonment for not more than one year or both, and for subsequent offenses by imprisonment for not less than thirty days and not more than one year and a fine of not less than five hundred dollars and not more than one thousand dollars, usually puts a stop to the continued infringement by a person who has been convicted under the Statute even though no injunction issues, and when the conviction becomes known to other persons engaged in the sale of the same merchandise, or similar merchandise, it tends to discourage the initiation of infringement.

Action against an infringer under the provisions of this code is usually initiated by the filing of an affidavit by the injured trade-mark owner in the Magistrate's Court, and from this Court the prosecution passes to the Court of Special Sessions where the actual trial is held and where the District Attorney assumes charge of the prosecution, assisted, of course, by the injured trade-mark owner or his attorney.

Because the action is of such nature that the defendant may be deprived of his liberty the trial is usually speedily held and because it is possible to obtain a quick trial this proceeding is very desirable from the point of view of

the trade-mark owner provided, of course, that the proofs obtainable are satisfactory.

While proofs in this type of action must establish guilt beyond the shadow of a doubt, it is an action which can be effectively employed, especially in connection with what have become known as "fly-by-night," infringers, who, having no material attachable property, and with the intent to gather to themselves the benefit of the efforts and labor of the true trade-mark owner maliciously infringe the trade-mark with the intention of temporarily ceasing the infringement when caught.

I have in mind prosecutions which have taken place under these provisions of the law and one in particular in which I took part, in which latter case the infringer, who sold an imitation of Pinaud's "Eau de Quinine," was fined five hundred dollars in the Court of Special Sessions.

The imitation or counterfeit of a trade-mark is not a misdemeanor under the Federal Statutes, nor is it made a misdemeanor by the laws of all of the States.

Carefully select your trade-mark before you use it so as to eliminate as many as possible of the potential infringers; then when it becomes necessary to resort to a court action to protect your rights select the action which will afford the type of relief which will be most effective in the particular case.

A Diverting Perfumer*

"*Je suis un affreux bourgeois*" is the title of an amusingly satirical novel by Clement Vautel, who gives a highly diverting account of a bourgeois perfumer's progress in his business, particularly in regard to the launching of a new perfume (and inevitably of his *affaires de cœur*). The opening scene shows the suggestion of a title for a new perfume by the estimable M. Borax, an employee who is gratified to receive the magnificent sum of 100 francs for his title "*Moi Toute*." The perfumer goes on to say (the novel is written in the first person):—"The time is favorable for the perfume industry. For several years the trade has been going ahead. Formerly the greater part of our customers were strangers. Today France hardly makes enough for her own consumption. . . . It is the war that has made the fortune of perfumers, that has set woman at liberty. . . . The true victory is to the lip-stick. . . ." His methods of advertising, too, are thoroughly modern. Revues, airplanes, public statues, the Eiffel Tower are all enrolled in his great advertising schemes. His cynicism is astonishing. He discourses on his depilatory thus:—"This product has had *un succès fou*. War on superfluous hair has been declared. . . . This, superfluous to women, is of the greatest value to me, for I owe to it a large proportion of my fortune. When it has disappeared I shall organize a press campaign to make it fashionable again, and I shall launch a product—perhaps the same one—to make it reappear. Faith accomplishes miracles: that can be easily seen in the perfumery trade." He jeers at the actresses who lend their names to toilet articles for the sake of publicity, and decides to engage as a model for his "*Moi Toute*" an unknown young woman. He is so astute in business that it is perhaps surprising to find him imposed upon outside of it. Political matters intervene, and the perfumer's tranquility is subjected to many severe shocks throughout the succeeding chapters.

* A review from the London *Chemist and Druggist*

Cinnamon Oil as Perfume Raw Material

by W. A. Poucher, London,
Author of
"Perfumes, Cosmetics and Soaps"

CINNAMON has since remote antiquity been one of the world's most esteemed spices. As long ago as 1491 B.

C. references to it are found in the Scriptures¹ where it is mentioned together with cassia; the two being different species of the same genus *Cinnamomum* and belonging to the family *Lauraceae*. Both plants are included in the list of perfumes given by Theophrastus². He also states that cinnamon comes from the Arabian Peninsula which is rather curious having regard to the fact that the finest spice is now produced almost exclusively in Ceylon. The late John Smith, for many years a curator at the Royal Botanic Gardens, Kew, commenting upon the above biblical reference, says that the spice is a native of India and Ceylon and yet according to Tennant³ there is not the remotest allusion in European or Asiatic literature to cinnamon as an indigenous production or even as an article of commerce in Ceylon from the earliest ages to the close of the thirteenth century. There appears to be only one possible explanation to this apparent enigma, and that is that both cinnamon and cassia came from China, being taken to Arabia by traders who again exported it via the Red Sea to Egypt. This however, necessitates the assumption that our modern cassia was the ancient cinnamon and that the ancient cassia was a coarser grade of bark which has now no commercial value. The first reference to cinnamon as a spice produced in Ceylon is by an Arab writer, Kazwini, towards the end of the twelfth century. The island was discovered by the Portuguese in 1505 and occupied by them in 1536, when they immediately began to trade in this valuable spice. About the middle of the sixteenth century the Dutch East India Company took charge of this trade which was subsequently (in 1796) taken over by the English East India Company, and became their monopoly. Up to 1770 the bark had been obtained from trees growing wild upon the island. In this year De Koke attempted the cultivation of the trees with great success, so much so, that nearly half a million pounds were sold annually to the European market. It is said that when production exceeded sales, the market price was maintained by burning all unsold bark in Holland.

The English monopoly ceased in 1833 when the government discontinued sole exportation of the bark, the trade being taken over by traders in Colombo etc.

Ceylon cinnamon bark obtained from *Cinnamomum Zeylanicum* Breyn is acknowledged to be the finest product having due regard to the many other varieties known to exist. It is obtained from small cultivated evergreen trees grown in sandy clay soil at altitudes about 1,000 feet; the principal area under cultivation being about 14 miles wide and extending on the southwest coast of the island between Matura, Negumbo and Colombo. The trees are grown from seed and are transplanted before they are a year old. They grow to a great age and have been known to attain a height of 40 feet. Fully matured trees flower in May and fruit in July. If the fruit is required for its seed it must be collected at once;

otherwise the birds consume it readily. The fruit is placed on one side until the pulp rots, when the seeds may be easily



removed by pressure with the feet, but are suitably cleaned before sowing. The trees are cut down to form stools from which adventitious shoots arise. When these are about two years old they measure from 3 to 5 feet and are cut down during the rainy season (May or November). At this time the sap rises, which facilitates the peeling process. The leaves and twigs are removed and the nodes trimmed with copper or brass knives to avoid discoloration which would be caused if steel were used. The bark is then peeled off in strips and placed on one side for a day or two in order to facilitate the "piping" process. This consists of the careful removal of the cortex and epidermis by scraping and the subsequent packing of the quills one inside the other. These are then cut to uniform length and dried first in the shade and then in the sun. This drying process turns the fresh white bark into the well known brownish red which alteration in color is due to the formation of phlobaphone. The dried bark is eventually packed into bundles of about 100 pounds and exported as such. The trimmings are valuable and are either exported for distillation purposes or are worked up in the island for their essential oil. The leaves and some root bark are also distilled, but the oils are of different composition and not so aromatic.

The above mentioned species of cinnamon is not cultivated in India although it may occur in the wild state in the Western Ghats. Another variety, *C. Tamala*, Nees et Eberm., is found in the tropical and sub-tropical regions of the Himalayas at altitudes between three and nine thousand feet.⁴ The leaves however are of more commercial value than the bark. In Mysore an oil is distilled from the leaves of *C. Macrocarpum* Hook f., a tree found growing at altitudes up to 3,000 feet. In Bengal the bark from the roots of *C. Obtusifolium* Nees is much valued and is reputed to be almost as aromatic as the best Ceylon product. In the Seychelles the true cinnamon tree together with other species were introduced about 1775 and in 1908 over 1,000 tons of bark were exported. This however never compares favorably with that produced in Ceylon since less care is exercised in its production and in consequence it is cheaper. An oil is distilled locally.

With the exception of *C. Cassia*, Blume which will be dealt with in a separate monograph, the following species are of interest:

C. Loureirii. Nees. Grown in Annam. Various parts of the tree furnish the cinnamon oil of Japan.

C. Camphora Nees and Ebermayer. Grown in Formosa, Japan and China. Leaves, bark and wood yield the camphor of commerce.

C. Ex Barmanni. Blume. Grown in Timor and Celebes.

¹ Exodus xxx 23, 24.

² Pharmacographia 520

³ Enquiry into Plants, 9, 7, 3.

⁴ Les Parfums de France 1923. September No. 8. 39.

Bark yields an oil having a little coarser odor than that from Ceylon cinnamon. Used in Holland.

C. Mindanaense. Elmer. Found in the Philippines and is closely related to the genuine. The oil is also very similar.

C. Inero. Ridley. Found growing wild in the Malay Peninsula. Botanically this is almost identical with the genuine but odor and taste are different.

Genuine Ceylon cinnamon bark yields on distillation from 0.5 to 1 per cent of a pale yellow oil having the odor and taste of the bark. Considerable quantities are distilled on the island where it is customary to first immerse the chips in brine for some days which is supposed to increase the yield of oil. The bark is often distilled with the addition of leaves and twigs and the resulting oil is in consequence of less fine odor and differs chemically from the genuine product. Even the genuine oil varies, as do its properties, according to the method of distillation. For instance, while English distilled oils often possess a more delicate odor they generally exhibit a lower specific gravity, and contain less aldehyde than imported oils.⁵

The principal constituent of the genuine oil is cinnamic aldehyde which occurs to the extent of about 70 per cent (bisulphite method). Eugenol is also present from 4 to 10 per cent and this doubtless plays an important part in determining the characteristic odor of the oil. The following substances have also been identified: Methyl amyl ketone, pinene, phellandrene, cymene, benzaldehyde, nonyllic aldehyde, cumic aldehyde, linalol, linalyl isobutyrate, caryophyllene, furfurol and phenyl propyl aldehyde (dihydro cinnamic aldehyde). The oil from Seychelles cinnamon contains also some camphor. Cinnamon leaf oil consists principally of eugenol together with traces of safrol and benzaldehyde. Genuine Ceylon bark oil is subject to adulteration with artificial cinnamic aldehyde, cinnamon leaf oil and cassia oil. It is widely used medicinally, but is also of considerable value as a flavor in dental preparations, cachous, cigars and some perfumes. The leaf oil is of great use in the soap industry and the powdered bark may be successfully employed in the manufacture of incense and fumigants.

Concerning the use of cinnamon oil in dentifrices: great care and a none too liberal hand are most necessary, otherwise the burning taste will permeate the mixed oils and will make the preparation unpopular. It should be employed rather as a modifier when from 5 to 10 per cent is ample. In this direction it blends well with coriander and angelica, clove and aniseed, thymol and nutmeg with of course a predominating quantity of good American peppermint. Many of the more popular cachous derive their characteristic spicy sweetness from this oil blended down with lavender, patchouli, clove, nutmeg, benzaldehyde, vanilla, rose and musk. The cinnamon oil should not exceed 4 or 5 per cent. The presence of this oil is evident from the odor of Manilla cigars. Here traces are mixed with cascarilla, tonka, benzoin, sandalwood and lavender. In perfumes of the carnation type traces of the oil are most valuable, but great skill is necessary and one part per thousand should never be exceeded. The leaf oil is also of value in this direction and especially so in soap perfumery. It is used with isoeugenol, pepper, vanillin, and heliotropin in carnation soaps, and in brown windsors it enhances the compounds which are based upon cassia, caraway, spike lavender, geranium and terpineol.

⁵ Consult the account of Umney, Bennett & Brewis in the *Year Book of Pharmacy* 1910. 376.

Synthetic Chemical Census

(Continued from Page 436)

Production of perfumes.—The output of perfume materials of coal-tar origin in 1926 was 1,922,666 pounds, an 18 per cent decrease from the previous year. Sales were 1,731,887 pounds, valued at \$820,264—an average value of 47.4 cents a pound as compared with 37 cents in 1925.

Diethylphthalate dropped 50 per cent in production in 1926 as compared with 1925. Of the 1,044,218 pounds made in 1926, 980,847 pounds were sold. The average sales value per pound was 29.7 cents.

Perfume materials showing increased production in 1926 include benzyl alcohol, benzyl acetate, and benzyl benzoate. Benzyl alcohol is finding a new use in the manufacture of lacquers, benzyl acetate is used in many perfume mixtures, and benzyl benzoate largely as a fixative and solvent, particularly for musk. Dibutylphthalate, diphenyloxide, phenylacetic, aldehyde, and phenylethyl alcohol also showed large increases in production in 1926.

Among the perfume materials reported in 1926 but not in 1925 are benzyl succinate, musk ambrette, musk ketone, and musk xylene. In the production of synthetic musks the domestic industry has solved some technical problems that have in recent years engaged the attention of chemists.

Imports.—Imports in 1926 of synthetic aromatic chemicals of coal-tar origin provided for in paragraph 28 of the tariff act of 1922, were as follows:

Name	Quantity Pounds	Name	Quantity Pounds
Acetophenone	1,113	Isobutyl phenylacetate	415
Aldehydine	7.5	Isobutyl salicylate	25
Ambrogene	6,458	Jacinthe	38
Amyl salicylate	1,898	Jacinthe absolute	56
Anisic aldehyde	1,454	Methyl acetophenone	559
Benzaldehyde f. f. c.	9,559	Methyl anthranilate	8,222
Benzarine	4.5	Methyl benzoate	110
Benzoic acid, natural	225	Methyl cinnamate	632
Benzophenone	547	Methyl p-cresol	48
Benzyl acetate	14,400	Methyl methyl anthranilate	232
Benzyl alcohol	4,032	Methyl phenylacetate	257
Benzyl benzoate	8,408	Methyl vanillin	132
Benzyl butyrate	135	Musk	121
Benzyl cinnamate	38	Musk ambrette	10,685
Benzyl formate	70	Musk ambrette residue	10
Benzyl isoeugenol	23	Musk C	55
Benzyl propionate	168	Musk ketone	4,844
Benzyl salicylate	169	Musk oleo	100
Benzyl valerianate	7	Musk residue	110
Benzylidene acetone	50	Musk xylene	13,895
Bromstyrol	373	Nerolia	5
Bromstyrol compound	50	Nerolin	1,918
Butyl ketone	9,407	Nerolin	50
Butyl xylene	7,285	Phenylacetic acid	1,081
Centaurea crystals	10	Phenylacetic acid methylester	25
Cetone D	202	Phenylacetic aldehyde	2,436
Cinnamic acid	165	Phenylethyl acetate	108.5
Cinnamic acid ethylester	25	Phenylethyl alcohol	13,178
Cinnamic aldehyde	12,674	Phenylethyl alcohol terpenes	24
Coumarin	2,440	Phenylethyl cinnamate	10
p-Cresol acetate	46	Phenylethyl propionate	71
p-Cresol methylester	140	Phenylethyl valerianate	5
p-Cresol phenylacetate	50	Phenylethyl methylene acetal	6
Diethyl phthalate	2,600	Phenylpropyl acetate	54
Diphenyl methane	125	Phenylpropyl alcohol	162
Diphenyl oxide	1,500	Phenylpropyl aldehyde	5
Ethyl anthranilate	135	Phenylpropyl formate	20
Ethyl cinnamate	193	Tetrahydroparamethylquinoline	57
Ethyl methylphenyl glycidate	25	Vanillin	305
Ethyl phenylacetate	40	Vertena	22
Ethyl vanillin	6.5	Vertena D	44
Heliotropine	3,811	Yara yara	1,069
Hyacinth absolute	66	All other	78
Hyacinth compound	225		
Hydrocinnamic aldehyde	22		
Indol	99		
Isobutyl benzoate	440		
		Total	152,212
			\$191,232

September imports of synthetic aromatic chemicals, amounting to 13,525 pounds, with an invoice value of \$16,103, were the largest since last May, according to the monthly report of the U. S. Tariff Commission. August imports totaled 11,073 pounds, valued at \$15,564.

The Practical Side of Packaging

Continuation of the Article on Methods and Machines

by F. C. Chase

E. R. Squibb & Sons

YOU remember that the third class of material to be discussed as to appropriate filling machines was "Solids." If you will stop for a moment and think of the various products in solid form which you have either seen or purchased in individual packages, you may wonder if there can be any possible way of arranging them in any orderly fashion for consideration. I have tried to do so, but every time one subdivision of this class occurs to me, another article pops up that refuses to fit into place. We decided that we would not be too technical in our discussion; since then it appears that we cannot be too orderly.

Let us take for one kind of material products which are dispensed as powder. For instance, flour, talc, baking soda, face powder, granulated sugar, spices. One could keep on indefinitely, but these will serve to explain the character of the material which we will think of first from the standpoint of filling. We will call the type of machine, "powder filling."



Functions of Powder Filling Machines

Powder filling machines vary in function according to the nature of the powder and the nature of the container. The simplest container is naturally an open-top can or wide mouth bottle or jar. Suppose, therefore, that we are to fill into tin cans such as a round or square baking powder tin, and give no further consideration for the time being to the capacity of the machine or to the subsequent container closing device.

The first thing that we should consider is how accurately we wish to fill. Is the powder very expensive? Are we to sell merely a can of powder or a definite weight of powder? If we decide to put out merely a can of powder, we are not under obligation to the ultimate consumer to deliver as accurately an amount into each container as we are if we sell a 1 lb. can. In case we put up a can of powder to contain approximately 1 lb. of powder and we sell it by the can we may decide to use a method of filling which is quite rapid, but involves a less expensive type of machine. On the other hand, if we are selling a powder which is very expensive we should be sure to fill accurately in order to be sure of our costs and would, therefore, be justified in spending the necessary amount of money to get a machine having the required capacity and at the same time fill with extreme accuracy. Before even considering any make or type of machine be sure to decide what policy to hold to in this respect and act accordingly in the purchase of a machine. Insist upon a percentage accuracy that you must have. The machine manufacturer will accordingly recommend the right kind of a machine and so guarantee it if he be reputable.

The simplest type of filling machine consists of a hopper, down through which extends an auger or screw housed at its end in a metal tube of close dimension. The auger

is driven sometimes by a train of gears and a cut cam which allows the auger to turn so many times before stopping.

The turn of the auger grinds out powder much like a sausage grinder set in a vertical position. The amount of powder which you wish ground out into the can is established by the size of the gears and the setting of the cam. After the auger has deposited the powder into the can which is set or held under the tube, the can is replaced by an empty one, and the cycle repeated. The machine can run with an evenly timed cycle or can be started and stopped by means of a foot treadle.

The machines are satisfactory for inexpensive powders which do not have to be filled with extreme accuracy. Furthermore they are relatively easy to clean and to change over for various sizes. They do not have great capacity. An eight hour day will give you between three thousand and eight thousand containers as a rule, depending on the size of the container and the character of the powder. The powder is usually fed to the hopper of the machine from the floor above or by means of a small bucket elevator from bins. This type of machine is strictly volumetric, no actual weighing taking place.

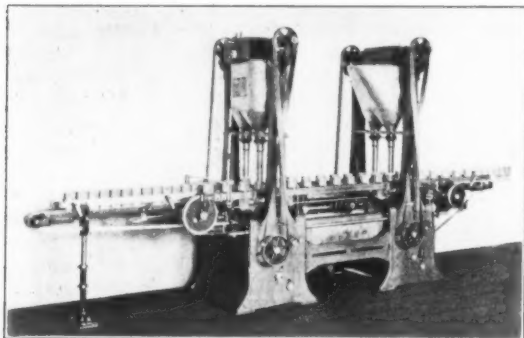
Weighing Element in Modern Machine

A more modern type of this machine is one which has a weighing element built into it. The can is set on a scale pan immediately under the auger. The material is ground out into the can until the weight of the can and contents on the scale pan is equal to a similar weight which has been set on the scale beam, determined naturally by accurately weighing a pound of material into an empty can and taking the gross weight. As the scale pan carrying the can and its contents go down, an electric relay circuit is broken, stopping the turning of the auger. Naturally there is a stream of powder in the air between the end of the auger and the can which finally lands in the can. A correction is made for this on the scale beam and is set by trial and error method. This type of machine is a great improvement over the ordinary volumetric method if you wish more accuracy. The weak point of this type of machine is that while the machine weighs with reasonable accuracy it is weighing the gross weight of container and contents. Unless your containers run uniform in weight the net contents will vary. In other words you are limited in accuracy first to the mechanical accuracy of the machine and secondly by the variation in weight of the container. If the machine happens to weigh slightly too high and your container happens to be a bit light you are depositing too much powder into your container by an amount which might eliminate all the profit on that particular package.

One Type of Machine Has Two Stations

A more accurate machine of similar type, but which still has the disadvantage of weighing gross, is built in two stations. The container is filled with perhaps two-thirds to

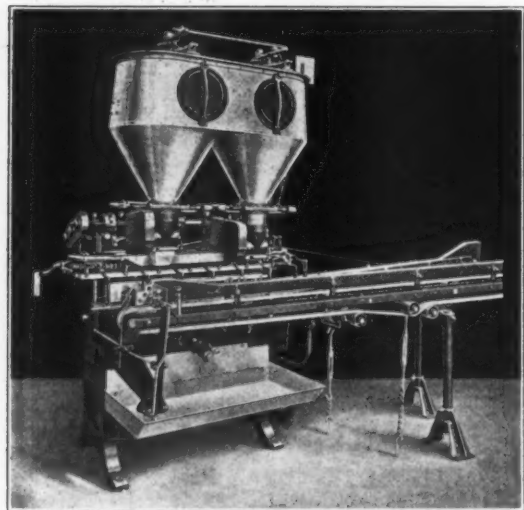
three quarters of the desired amount volumetrically at the first station. It then passes on to a second station where it is "topped off" by a trip scale with the additional material. Greater accuracy and speed is possible on this type of machine. In the first place the first charge going into the container need not be at all accurate. It can vary ten per cent or more. Consequently it can be deposited very rapidly. At the second station, in as much as only perhaps twenty-five per cent of the total contents is deposited, more time can be allowed with a smaller stream of powder, and the cut-off will be correspondingly more accurate. Can number



AUTOMATIC POWDER WEIGHING MACHINE, CAPACITY 50 PER MINUTE

one is, of course, being topped off at the second station while can number two is being given its initial charge. If either of the stations is behind the other in depositing its contents, the conveyor carrying the cans will not move forward until both deliveries of powder have been made.

An additional feature of the two station machine is that between the stations there can be located a device which shakes the powder down so that there is plenty of room for



AUTOMATIC POWDER WEIGHING MACHINE, CAPACITY 30 PER MINUTE

the final "topping off." Such a device is very often absolutely necessary in order to get the required contents into the can.

Furthermore such a machine equipped with the device permits a smaller container being used, thus saving on the cost of the product due to less tin plate being used and also due to less bulk in storage and shipping.

The accuracy on gross weight two station powder filling machines lies within about one percent. With some powders which flow quite freely and do not vary much in bulk or under varying atmospheric conditions, you can expect perhaps a half of one percent plus or minus. Do not figure better than this. In other words, if you wish to be on the safe side on costs, figure at least one half of one percent filling loss due to inaccuracy and to spillage. This does not include variations which may be due to lack of uniformity in container weights which affects the accuracy of gross weighing.

Capacity and Speed of Automatics

The capacity of powder filling machinery which is full automatic and operates on a gross weight principle lies between thirty and forty per minute for single machines. There are built so-called "sixty per minute lines" which use a double row of cans with the necessary double sets of hoppers and scales. These machines are coming into considerable use now due to the development of packaging machinery for subsequent operations on the container which will operate at fifty to sixty per minute. Unless extremely large production is required and unless you have business sufficient to warrant a second unit, it is perhaps better not to put all of your eggs into one basket. Two thirty per minute automatics will cost slightly more but will give you greater flexibility in production and the labor is extremely small anyway, but one operator for feeding fifteen thousand containers per day on a thirty per minute line.

(To be continued)

Note:—Illustrations used in Mr. Chase's series on packaging are designed to show general types of machinery. The possible purchaser should investigate the various makes of each type before making installations.

New Face Lifting Cream in Paris

A Paris dispatch to the Associated Press says that a process for face lifting that is painless but not permanent has been introduced into the beauty parlors of that city. Women who want to camouflage their wrinkles and crows-feet for twelve hours or so have only to submit to having their faces smeared with a new astringent cream for a few minutes. Wrinkles are quickly smoothed, and they remain that way for twelve hours, or long enough for a trip to the races, tea, dinner, a visit to the theater and perhaps a little dancing.

But milady must not stay out too late if she doesn't want her lifted face to "fall" in public. Even the beauty parlor workers admit it is better for such things to happen in the privacy of one's own home.

What New Iowa Law Prescribes

The text of the new Iowa law governing the practice of cosmetology compels all cosmeticians practicing in the state to secure licenses, after proper examination prescribed by a special board of examiners to be appointed by the governor of the state. The board will be under the control of the state department of health. A physician's certificate that the applicant is free from any infectious or contagious disease, and especially from communicable skin diseases, must accompany an application for examination under the law.

Tests of Advertising Mediums and Copy

*Methods by Which Their Relative
Value May Be Determined*

by Leroy Fairman

SO many factors influence the results which advertising produces, that most of the so-called tests of copy prove nothing upon which reliance may be placed with any degree of confidence.

In many cases, and especially with some lines of merchandise, the element of time is vital, and short tests, concluded before the advertising has had time to do its work, prove nothing. In other cases, a new style of copy reaps the cumulative effect of copy which was used previously, and gets the credit for results which, as a matter of fact, are in a measure due to the old copy. Weather conditions, general business conditions, lack of proper distribution, the state of competition, or the attitude of the wholesale and retail trade toward a product, are among the factors which make tests of copy or mediums unreliable as a guide for future action.

Nevertheless, it often happens that the advertiser, particularly the new advertiser, finds himself confronted by a situation that seems to demand some sort of a test of his copy, his mediums, or both. It may be useful to discuss just what such a test should be expected to prove, and how to go about securing results which will really establish facts upon which some dependence may be placed.

The first thing the advertiser desires to know is the class of people to which his product most strongly appeals, their sex, age, occupation, education and income.

In the case of toilet articles of the nature we are chiefly interested in, we know that our appeal is to women. We know, with a fair degree of certainty, the ages between which women are most interested in any particular toiletry, and the special ages at which they buy most heavily. These things we can, as a usual rule, accept as already determined.

As to occupation, we know that there are two broad general divisions; women who are housekeepers, and women engaged in gainful pursuits outside the home. But unless the advertiser is in a position to use many kinds of mediums extensively, he cannot use mediums and types of copy appealing exclusively to either one of these general divisions, or to any subdivisions. He must almost invariably confine his advertising activities either to magazines or newspapers, or both; and those publications which he will logically use appeal almost equally to the home woman and the woman or girl engaged in an outside occupation.

Such choice as he may be able to make in mediums will relate principally to the education and income of the women to whom he concludes his advertising should appeal. If he has a product of considerable refinement, selling at a high price, he will naturally feel that he should use copy and mediums which appeal to and reach women of education and relatively high incomes. If the product is popular in price, and of a character appealing to the flapper type and others in the middle or lower classes, it would be logical to use mediums which observation shows to be most largely read by those classes. There are margins of error here; many girls who can't afford them buy high priced toilet articles,

and many women of wealth read exceedingly lurid literature. But there are margins of error in everything, and if we worried about them too much we would never do anything or get anywhere.



The Choice of Mediums

Having determined, as best we may, the character of the audience we wish to appeal to, it is next necessary to find out the type of mediums which will produce the best results, and the nature and size of the copy which will prove most profitable.

In order to state the problem in broad terms, so that our conclusions may to a certain degree fit a wide range of products and conditions, let us assume that we have a product intended to correct a complexion deficiency common to old and young, rich and poor, and that the price is within the reach of all. In these circumstances our audience would be diffused through all classes of people. Let us assume, also, that we desire to make our tests as economically as possible.

Economy points toward comparatively small cities or towns, where advertising rates are low, and where distribution may be effected inexpensively and easily. In order to make our tests as enlightening and as conclusive as possible, we will select these three towns in which to make them:

(A) A factory town whose industries chiefly employ unskilled labor.

(B) A factory town whose industries employ highly skilled labor.

(C) A non-manufacturing town, such as a State capital, or a town whose natural advantages have drawn together a colony of the leisure classes.

From Town A we should learn the response to our advertising from women whose incomes are low, and whose education and standards are below the average.

From Town B we should learn how our advertising appeals to the families of a mechanic class whose incomes are relatively high, and whose education and standards are higher than those to be found in Town A.

From Town C we should learn what response to expect from women of culture, with money enough to buy whatever appeals to them.

If we have any reason to believe that geographical or climatic factors should be tested, we can select similar towns in various parts of the country, including purely agricultural communities. Farming sections, though, do not as a rule come up for consideration in the early stages of a toilet goods business.

Let us say that in each of the three towns selected for our test, there are two newspapers; one of large circulation reaching the masses, and the other of smaller circulation reaching the classes of a higher degree of culture and buying power.

In order to determine the relative value of large and small copy we will select two space units; one, let us say, of 100 lines and the other 300 lines.

In order to make the test a fair one, the amount of money we spend for the insertion of the large copy should be, as nearly as possible, equal to the amount we spend for insertion of the small copy; which means that we must have approximately three times as many insertions of the small copy in the same space of time as we have of the large copy. Therefore, if we start with two insertions of the small copy per week in one town, we should have, for comparison of results, one insertion every 10 days of the large copy in another town.

It should be noted though, that the experience of many advertisers in many lines shows that a long campaign of large copy is not necessary to "doing a good job," and that satisfactory results are obtained by starting off with big copy and tapering down to smaller space as the campaign progresses, as the public becomes acquainted with the product and the advertising, and purely educational work becomes less necessary. Looking ahead to the time when smaller copy can be utilized advantageously, it will therefore be permissible to run the large copy more frequently than at the 10-day intervals during the first few weeks of the campaign.

If this seems to give the large copy undue advantage over the small, we can equalize the situation in the following manner. In a newspaper in which we started with small copy, we can, after the lapse of a few weeks, run two or three insertions of the 300 line copy.

Beginning the campaign with small copy will show what results that copy produces when standing "on its own"; the interpolation of two or three large units of space after a few weeks will show whether it is possible by those means, to "speed up sales" enough to make the occasional use of large copy profitable.

In a newspaper in which we began with large copy we can, after a few weeks, drop to the small copy, and determine whether the change slows up sales; and, by checking sales against advertising costs, find out whether the large space produces enough additional sales to make it the more profitable method to pursue regularly.

As we have two newspapers in each town with which to experiment, we can use a test campaign beginning with large copy in one of them, and a campaign beginning with small copy in the other. Thus we may hope to determine, in some degree at least, the effect of large and small copy on various types of people in varying communities. We may find that large copy produces the best results among the masses in Town A and Town B; we may find that in Town C the small copy is more productive; we may find that large copy is essential in papers of large circulation but not in newspapers of small circulation; we may find that small copy won't do the job at all without the assistance of large copy; and, if we are both patient and lucky, we may find just what proportion of large copy to small is essential to produce the highest volume of returns per dollar of investment.

In order to make a thoroughly comprehensive test of advertising, different copy appeals should be tried as well as different units of space and varying frequency of insertion. In the hypothetical case now under discussion—and in fact in the case of most toiletries now in actual sale—we know that pride in the personal appearance of the user is the basic appeal.

As this fundamental appeal is already determined, the only question is the method of presentation—different methods and technique of illustration, and different styles of copy.

The size of the space used goes far toward deciding the illustration method. If we try to crowd what should be a large picture into single column space, the result will be unfortunate from every standpoint.

In our 100 line copy, therefore, we will depend for attention and artistic value upon small decorations of an appropriate nature; or a package of our product attractively displayed. In the 300 line copy, we have room for a picture of the pretty girl type which we know is "sure fire" as to attention value and at the same time appropriate to our subject.

In some cases, elaborate tests of different kinds of copy are made, short copy versus long, and copy simply expressed as against the sophisticated and "hifalutin" style. In this instance, it might be advisable to prepare simple copy for the tests in newspapers reaching the masses, and more highly refined copy for the newspapers reaching the more cultured and prosperous classes. It is doubtful, though, whether this would show anything which would affect the final result. There are so many women of all classes and types who respond freely to simplicity and straightforwardness in copy, that the sophisticated style may well be left to such time in the future when, if ever, the magazines are used which reach the limited audience that is accustomed to the ultra smart and freakish stuff which some toiletries advertisers now favor so highly.

The only purpose of this article is to indicate generally the course which should be followed by the advertiser who feels that some test of copy and mediums should be made before he commits himself to a definite advertising policy and the expenditure of large appropriations.

In order to show any results which are at all reliable, tests should cover a considerable period of time, and every effort made to credit each style of copy and each medium with the precise results for which they are severally responsible. In order to do this satisfactorily, it is usually advisable, through the use of a keyed coupon or its equivalent, to make some sample offer which will bring responses directly to the advertiser's office. Even this plan is not wholly conclusive, as certain classes of people rarely use coupons or send for samples or literature, preferring to go to the store and buy the goods and have done with the matter.

New Survey of Cash Discount Practices

The New York Merchants' Association, which through its Industrial Bureau made a survey of discount practices in 1921, has just completed a second survey of some 30 trades. In all of these the survey shows only two or three changes in terms which have been widely enough adopted to be reported as the established trade custom, an increase from 1 to 2 per cent in the rate, or from 30 to 60 days net, or vice-versa, although isolated cases of changes, usually in the direction of more liberal terms, are not uncommon.

The bureau says that cash discount practices have recently come into prominence as a business problem by reason of increasing competition and narrowing profits. Coincident with a growing laxity in meeting bills, it declares, buyers are seeking more generous payment terms. Industries which formerly sold on draft have come to permit 2 per cent 10 days and buyers are asking for 10th prox. terms. Although current trends appear to be in the direction of more liberal discount terms, these have not been adopted widely enough to be considered as established trade practices.

Association News and Court Decisions

Fifth Dinner of the Chemical Industries

A large attendance and complete success marked the fifth banquet of the Chemical Industries which was held in the Roosevelt Hotel, New York City, on the evening of September 28 in connection with the Eleventh Exposition and under the auspices of the Salesmen's Association of the American Chemical Industry, in which it had the active co-operation of numerous scientific and trade organizations, a list of which has been published previously.

Dr. John E. Teeple presided as toastmaster. The principal speaker was C. C. Concannon, chief of the Chemical Division of the Department of Commerce, Washington, D. C. The address of Mr. Concannon included a survey generally of the chemical industrial situation at home and abroad, with observations on international effects and developments. As Mr. Concannon returned only recently from making a personal survey of conditions in Europe his remarks proved exceptionally interesting and informative to his auditors.

E. M. Allen, president of the Mathieson Alkali Works, attacked the Sherman anti-trust law and similar legislation, which, he declared, "restrict the industry and prevent it from coping with foreign competition."

"The Sherman law is obsolete and hampers industry," continued Mr. Allen. "Because of it and other laws of its kind we are not equipped to supply industrial demands, as are many foreign countries. We must prepare to fight. It will be up to us to get the government behind us and have many changes made in existing laws."

Another speaker was L. V. Redmond, vice-president of the Bakelite Corporation, who made an able address.

The banquet speeches were broadcast through WRNY.

Merchants' Association's Year's Work

The Year Book of The Merchants' Association of New York, covering the association's year, ended on May 1, 1927, is now being distributed. The classified list of members which it contains is valued in the trades, industries and professions, both at home and abroad, as a select business directory of New York City. The total number of names, mostly those of firms and corporations, which the members' list contains, is 6,667. These names are not only given in the book alphabetically, but they are also classified under the usual divisions.

The book presents the usual summary of the activities of the Merchants' Association during the year, together with lists of the officers, directors and committee members. Lucius R. Eastman, president of the Hills Brothers Co., is president; Lincoln Cromwell, of William Iselin & Co., is first vice-president; Bertram H. Borden, president of M. C. D. Borden & Sons, second vice-president; Henry Ives Cobb, architect, third vice-president; John H. Love, treasurer, and S. C. Mead, secretary. There was no change in the list of officers during the year.

The association has thirty-five standing committees and a number of special committees. The alphabetical list of members represents all the five boroughs of New York City and also prominent trade centers in the New York metropolitan district, such as Jersey City, Newark and Hoboken. The book fills 343 pages.

Wholesale Druggists at Atlantic City

The fifty-third meeting of the National Wholesale Druggists' Association, held in the week of September 25, at the Ambassador Hotel, Atlantic City, proved a decided success. A vast amount of business of interest and importance to the trade was reported on by committees, discussed and acted upon appropriately.

The president, C. F. Michaels, of San Francisco, was unable to attend, but his address was read to the members. In it he said that conditions of distribution are unfair and many unfair trade practices prevail. An honest merchant is often forced out of business. Last year's prosperity has extended through 1927, but Mr. Michaels predicted a drop next year, and it behooved manufacturers, wholesalers and retailers to show all the more co-operation. Too many drug stores have been established in many cities, he said.

One of the committees reported that legislation by Congress to compel more industries to use poison alcohol would have been a hard blow to the industries.

"Certain professional reformers among the so-called dries and a considerable number of prominent wets, playing for position, insisted upon wholesale changes in denaturing materials," the committee state. "At the same time there was agitation for tax on denatured alcohol on the ground that large quantities are diverted to beverage purposes and that a check could be put upon the use of the product by increasing its cost. This was the work of fanatics."

W. T. Harper, chairman of the committee on credits and collection, devoted some attention to cosmetics, the duplication of which had become a serious matter to the drug trade. It was, he held, provocative of hand to mouth buying by the retailers. He said:

"The duplication of items for the same usage is a matter in which the credit department is interested, in that most retailers will be found with probably too many items that are all for the same purpose, and this is particularly true of the proprietary toilet articles, a branch of the business that has been growing very fast."

To emphasize his position he gave the following summary of listed toiletries prepared from a recent review:

Perfumes	2,500	Vanishing	191
Face powders (listed by name; would be greatly increased by shades) ..	1,200	Witch hazel.....	16
Compacts	250	Wrinkle	13
Talcum powders	700	Freckle	14
Rouge	650	Developing	3
		Whitening	4
		Lemon	19
Toilet creams.....		Total	1,426
Almond	54	Shaving creams.....	75
Bleaching	33	Shaving soap.....	24
Cleansing	117	Hair dye.....	57
Cold	303	Hair restorer.....	45
Cucumber	36	Hair tonic.....	212
Face	273	Shampoos	232
Glycerin	45	Decorants	96
Greaseless	13	Depilatories	120
Hand	9		
Liquid	90	Dentifrices—	
Massage	4	Dental cream.....	22
Medicated	6	Dental elixir.....	17
Motoring	10	Liquid dentifrices ..	58
Night	17	Dental paste.....	164
Peroxide	11	Dental powder.....	80
Reducing	57	Dental soap.....	32
Skin	53	Total	402
Theatrical	29		
Tissue			

The report concluded: "With the advertising that is done

and the demand that is created for a great many of these preparations, then backed up with strenuous selling campaigns, our members will realize that unless the dealer assumes what we generally feel is a 'hard boiled' attitude, if the credit departments have not already interested themselves in this subject, under the influence of this driving sales power that is seemingly assuming a more and more dominant influence, it will soon be necessary for the credit departments to take an interest in hand to mouth buying."

One of the features, not on the previous program, was an address by Fred Ingram, of Detroit, on "Increasing Profits Through Sales Efficiency." He presented a series of blank forms or charts which would carry out the purpose.

The entertainment was varied and bountiful. The banquet was presided over by Roblin H. Davis, of Denver. Addresses were delivered by Governor A. Harry Moore of New Jersey and Herbert M. Lord, Director of the U. S. Budget.

The officers for the new year are as follows:

President, Sewall Cutler, Eastern Drug Co., Boston; First Vice-President, Andrew J. Geer, Geer Drug Co., Charleston, S. C.; Second Vice-President, Sydney Lyman, of Lymans, Ltd., Montreal, Que.; Third Vice-President, W. J. Montgomery, Jr., Parker-Blake Co., Ltd., New Orleans; Fourth Vice-President, H. W. Williams, of H. W. Williams & Co., Inc., Fort Worth, Texas; Fifth Vice-President, Jean E. Speckel, of C. S. Littell & Co., Inc., New York, N. Y.

Members of the Board of Control (Three-Year Terms), Harry I. Fox, Fox-Vleit Drug Co., Wichita, Kan.; H. J. Frank, Blumauer-Frank Drug Co., Portland, Ore.; J. C. O'Dell, of Doster-Northington, Inc., Birmingham, Ala.; D. W. Ramsaur, Groover-Stewart Drug Co., Jacksonville, Fla.; (One-Year Term) William W. Gibson, Gibson-Snow Co., Inc., Albany, N. Y.

Secretary, E. L. Newcomb, New York.

Chairman of Board of Control, C. Mahlon Kline, Smith, Kline & French Co., Philadelphia.

General Representative, Frank E. Holliday, New York.

Washington Representative, W. L. Crounse, Washington, D. C.

A. M. T. A. Executive Board Meets

A meeting of the Executive Board of the American Manufacturers of Toilet Articles was held at the Biltmore Hotel, New York City, on October 13. The board discussed numerous routine matters in connection with the conduct of the association during the year, and conferred with the General Counsel and the Washington representative. At a previous meeting the application of the Pneumatic Scale Corporation for associate membership in the association was accepted.

Wins Alcohol Withdrawal Suit

Federal Judge Runyon has signed an order directing Dr. James M. Doran as prohibition commissioner to allow the Fernel Products Co., Union City, N. J., to withdraw specially denatured alcohol for use in the manufacture of its products. The local Prohibition unit had previously suspended the company's alcohol permit. The order of the court is retroactive and will allow the company to withdraw approximately 9,000 gallons of alcohol, representing the amount due under its permit from January to August. The Fernel Products Co. manufactures hair tonics and perfumes.

Jail Terms for Fake Substitute Bottlers

With the assistance of numerous retail dealers as well as the Police Department, Canada Dry Ginger Ale, Inc., has just succeeded in forestalling what is believed to have been a well-organized plan to market a fraudulent substitute for Canada Dry Ginger Ale in the metropolitan area of New York City. Three men were arrested in connection with the attempt, and pleaded guilty to a charge of using counterfeit crowns and selling refilled Canada Dry bottles in violation of Section 2354 of the Penal Laws of New York State. All three were given jail sentences.

The trail led to a small store in the up-town section of New York City, and when the police descended on the place they found two new and efficient re-filling machines with an output of about 100 cases a day. Apparently the group were just preparing to expand their activities as the new machines had been purchased on credit the day before. Previously they had been using an old machine of small capacity, and had only been operating a week or two. Aside from the fact that the ginger ale was of inferior quality, the police found poor sanitary conditions and the method of cleaning the bottles slipshod.

Trade Mark "Ozon" Ordered Cancelled

The Commissioner of Patents on appeal in the case of E. Burnham, Inc., owner of a number of marks including the term "Ozone" against J. Schanzenbach & Co., Inc., who sought to register "Ozon" for toilet preparations, has reversed the decision of the examiner of interferences and ordered the registration of "Ozon" cancelled. The commissioner says in part:

"While there is no evidence of actual confusion in trade, it would seem that in view of the prominence which the petitioner has given to the word 'Ozone' and the fact that registrant's mark is practically the same as this prominent portion of petitioner's mark, there would be likelihood of confusion, even though petitioner has not used this word by itself."

Protest Sustained on Coal-tar Colors

No. 3810.—Protest 176043-G of B. Bernard (New York). This protest is against the assessment of duty on certain coal-tar colors, dyes, and products at 60 per cent ad valorem and 7 cents per pound under paragraph 28, tariff act of 1922, on the basis of strength.

Opinion by Brown, J. In accordance with stipulation of counsel and on the authority of G. A. 8800 (T. D. 40196) the claim that the merchandise is dutiable at the rate of 7 cents per pound on the basis of the actual weight imported and 60 per cent ad valorem under paragraph 28 was sustained.

Official Agricultural Chemists to Meet

The forty-third annual convention of the Association of Official Agricultural Chemists will be held at the Raleigh Hotel, Washington, D. C., October 31, November 1 and 2. The papers listed on the program cover a wide diversity of subjects of interest to the members.

Additional Association and Court News

Additional News of the Activities of Associations and of legal matters connected with our industries will be found on page 477 of this issue.



Official Report of Flavoring Extract Manufacturers' Association

During the month following the appearance of the September report of the doings of the Flavoring Extract Manufacturers' Association of the United States its affairs have been handled with the customary vigor by D. T. Gunning, the president, and Thomas J. Hickey, the executive secretary and attorney, as well as the other officers and members of the standing and other committees of the association.

A meeting of the Executive Board was held at the Astor Hotel in New York City on October 14. Those in attendance were D. T. Gunning, president; R. E. Heekin, secretary; L. K. Talmadge, first vice-president; G. H. Burnett, second vice-president; E. L. Brendlinger, third vice-president; Frank L. Beggs, treasurer; Dr. F. M. Boyles, W. F. Meyer, Fred S. Rogers, J. A. Handy, members of the committee, and Thomas J. Hickey, executive secretary.

In addition to transacting other business the committee elected the Citrus Products Co., Chicago, to active membership in the association.

Besides the usual volume of detail work in the interest of the industry the following bulletins have been issued during the period covered by this report:

No. 255. Place of Storage for Alcohol. This contains a copy of a circular letter (No. 217) sent by Prohibition Commissioner Doran to prohibition administrators. It was furnished to the association by H. W. Eddy, of St. Louis, Mo.

The circular gives instructions to administrators with reference to the new Forms 1404 and 1405. One point is that the applicant is not required to provide storage for 50 per cent of the annual allowance, but only for the maximum quantity of alcohol which he may possess at any one time. Dr. Doran explains the storage requirements in further detail and says in part:

"No general requirement will be made or permitted to be made for storage of any particular kind or character. No requirement exists in any regulation, and none will be permitted to be made by administrators, for steel safes or cabinets to be provided by any permittee or class of permittees."

All renewal permits for 1928 will be issued on the new form 1405. A supply of the new Form 1405 will be distributed to all administrators in the near future. All such renewal permits will be held and not mailed to permittees earlier than December 15, 1927.

Mr. Hickey calls attention to the fact that while the circular letter is of greatest interest in relation to the capacity of storage space required the members should not overlook other points in the circular,

Soda Water Flavor Manufacturers Make Official Report

Since the September report of the National Association of Manufacturers of Soda Water Flavors the activities of the organization have gone ahead satisfactorily under the supervision of August Peter, the president, and Thomas J. Hickey, the secretary and general counsel. As usual much of the business has been of a routine nature.

Secretary Hickey has transmitted to the membership a bulletin entitled "Labeling of Carbonated Beverages." It deals with the labeling of the following articles: Cherry Soda, Artificially Colored and Flavored; Imitation Cherry Soda, Artificially Colored and Flavored; Imitation Cherry. Mr. Hickey lists the various states which permit or ban the various designations. Mr. Hickey recommends that still drinks made in imitation of fruit juices should be labeled for every state substantially as follows: "Imitation Cherry Beverage, Artificially Colored and Flavored." If not made in imitation of fruit juices the same rules applicable to carbonated beverages apply to such non-imitation still drinks.

Another bulletin issued by the association deals with the place for storage of alcohol which is of interest to firms holding government permits for the use of this solvent in their preparations.

Bulletin No. 256 is entitled Regulations No. 2, Being a Revision of Regulations No. 60. Mr. Hickey reviews the new regulations generally and points out changes that went into effect on October 1, 1927.

Under the regulations no alcohol may be withdrawn for use in the manufacture of absinthe, gin, or whiskey, imitation flavors, nor for the manufacture of imitation allspice extract, imitation anise extract, imitation caraway extract, imitation kummel extract, or imitation nutmeg extract.

Imitation flavoring extracts must simulate in flavor the fruits which they imitate and must contain not less than 2 per cent of ethers or esters (calculation being in terms of grams of ethyl acetate per 100 c. c.), but 5 per cent of ethers or esters will be required in the case of the following imitation flavoring extracts: Apple, apricot, grape, peach, pear and rum, except when sold and shipped exclusively to bottlers, confectioners and manufacturers of food products. The bulletin states that the 5 per cent requirement does not apply to bottlers' flavors.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in other departments.

France Honors W. G. Ungerer

*Created a Chevalier of the Legion of Honor
for Notable Service to the Republic
Decorated by Senator Charabot*

WILLIAM G. UNGERER, president of Ungerer & Co., New York, has been created a Chevalier of the Legion of Honor by the French Government in appreciation of his distinguished services to the Republic of France. He is the first member of the American perfume industry to receive this high decoration.

Senator Eugene Charabot, who is an Officer of the Legion, as well as Senator from the Alpes-Maritimes district, has come to New York for the privilege of formally bestowing the prized decoration upon his lifelong friend.

The honor is thoroughly deserved, if only for one service, of the many performed by Mr. Ungerer in the course of his active efforts to cement international friendship and amity. It is scarcely necessary to recall this phase, which was the creation of a fund in the American Perfume Industry to equip ambulances in the World War, for all will remember the energetic manner in which he threw himself into the task of raising contributions for the purchase and equipment of the ambulances. His own generosity supplemented his other efforts, for he was a large contributor to the cause.

In a comparatively brief time Mr. Ungerer's campaign resulted in the placing of two ambulances in the American Ambulance Field Service. These automobiles, which were known as American Perfumers No. I and No. II, saw heavy duty during the conflict. The first served in section sanitaire No. 12 in the Champagne sector attached to the Army Ambulance Service and subsequently to the federalization of the American Field Service it operated in the region of Vaux-Varennes, going later with the French Third Army in the Amiens-Montdidier and Moyon-Ham sectors. No. II spent more than a year in Paris and subsequently was lent to the Foyer du Soldat.

Another achievement was Mr. Ungerer's strenuous work in making a success of the great Allied Bazaar in New York in 1916. One important feature, which the promoters had overlooked, developed into the "Booth of the Fifty Perfumers," in which the leading perfumers of the United States made exhibits due to his untiring efforts.

Mr. Ungerer visited France just after the war and was impressed with the need of giving relief to those left homeless and destitute by the conflict and on his return to New York proceeded with characteristic ardor to interest others in the cause. He took upon himself the task of contributing and collecting funds for the support of a colony of war orphans at Grasse, children of some of the famous "Blue Devils" of France who had fallen on the field of battle. Mr.

Ungerer considered that these orphans were peculiarly the charge of the American perfume industry.

A large sum was raised and it was administered by a committee to the satisfaction of all. Later it was decided that a permanent charity of this sort was desirable and it was continued under the name "The Ungerer Fund," regular contributions being sent to the committee in Grasse which has its administration in hand.

The honor now bestowed on Mr. Ungerer is not the first recognition he has received for his war work, for after peace had been declared a certificate was sent to him expressing the appreciation of both the French and American governments. A letter accompanying the certificate recounted the splendid service rendered by the ambulances.

Mr. Ungerer's prominence in the American perfume industry is so generally recognized that only a brief reference need be made to it. He was practically born in it and has advanced with characteristic energy.

A native of Rochester, Mr. Ungerer was sent as a youth to Paris for study, first at the Ecole des Quatre Fils and later at Arts et Metiers. His introduction to the fountain head of the perfume industry followed soon after, when he became the first American ever to work in the Grasse perfume establishments.

After studying perfume at its source he returned to America and succeeded his father, the late W. P. Ungerer, as perfume chemist for Colgate & Co., holding that position for several years.

In 1901 he left Colgate & Co. to organize the firm of Ungerer & Co., to deal in perfume raw materials, succeeding W. P. Ungerer & Co., which his father founded in 1893. The growth and success of Ungerer & Co. have been steady and marked.

Mr. Ungerer has actively identified himself with the scientific and literary aspects, as well as the trade phases of the industry, and has found time to do much toward promoting its prosperity. He founded the AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, which he owned and conducted during the first six months of its existence in 1906. A perfumer of reputation, he has been the author of many technical and semi-technical articles dealing with the perfume and related industries for which he is known both here and abroad. His own *Ungerer's Bulletin* has won recognition for its excellence and originality.

With William Dixon and others he founded the New York Drug Club, now the Drug & Chemical Club, and afterwards the Aroma Club, which flourished for several years.

The new Chevalier of the Legion of Honor has hosts of friends who are congratulating him on his deserved recognition by the French Republic.



W. G. UNGERER





Mr. and Mrs. William H. Loveland, of Binghamton, N. Y., and New Port Richey, Florida, recently announced the engagement of their daughter, Miss Eleanor Bell Loveland and Norman B. Millard, Jr., of 61 Riverside Drive. The wedding will occur in the middle of November. Mr. Loveland is the well known manufacturer of toilet preparations at Binghamton. He has a fine winter home and estate at Jasmin Point.

The Binghamton *Press*, describing the attractive dinner party at which the announcement was made, says in part: "Shades of blue and orchid flowers adorned the table, which was covered by a filet cloth over a delicate blue covering. A mirror representing a fish pond centered the table and was surrounded by asters in shades of blue and orchid. Concealed beneath the pond were cards bearing the names of the affianced couple. These cards were attached to miniature fishpoles, which extended from the centerpiece to the covers. The place cards were in the form of sea shells, colored in the blue and orchid tints. Tall orchid tapers provided light.

"Miss Loveland is a prominent member of the younger social set. She graduated from the Knox School at Coopers-town in 1923. Mr. Millard attended the New York Military Academy at Cornwall-on-the-Hudson and the University of Pennsylvania."

Patrick Fitzgerald, a gate watchman at the Procter & Gamble plant in Port Ivory, Staten Island, New York City, has been elected by his fellow employees as an employee director on the board of directors of the company. Fitzgerald, who lives at 609 Marshall street, Elizabeth, N. J., is sixty-one years old and has been in the employ of the company since 1907.

Employee representation is part of the industrial relations scheme of the corporation. This policy also includes year-round employment, employees' conference committees and profit-sharing.

B. E. Long, who operates a cosmetic business in Mariano, near Havana, Cuba, has returned after a visit to the trade in New York City and the Middle West. Mr. Long reports that sales of cosmetics have been so successful that he plans to add perfumery to his line. While in the United States, Mr. Long attended the meeting of the American Institute of Chemical Engineers and also the Chemical Exposition. He reports that American talc, toothpaste, shaving cream and face cream are enjoying large sales in Cuba and that the latter is sold exclusively there.

The Mello-Glo Co., Boston, Mass., manufacturer of face powders, has leased the ground floor of a building at 803 Summer street, South Boston, and will be located at that address in the future.

The beautiful new perfume salon of Richard Hudnut in Paris, which is illustrated in the accompanying engraving, is described as being one of the finest in this capital of art and culture. It is located at 20 Rue de la Paix. The exterior is of green marble and a meshwork of silvered



INTERIOR OF PARIS SALON OF RICHARD HUDNUT

metal-work makes a frame for the showroom. The ceiling is pink, with a flight of silver birds, spreading their wings across it, and the floor is covered with a rich Aubusson carpet of the same color, which partly conceals the marble floor. The entire walls of the shop are of engraved glass, reflecting luxurious armchairs and a couch upholstered in pink with rims of silver, while a crystal fountain at the back of the room veils already hidden lights.



H. G. DUSENBURY

do only partial justice to this new establishment.

One of the interested visitors to the salon was Henry G. Dusenbury, perfumer for Richard Hudnut, New York.

In celebrating the opening of this salon in July, a special perfume known as "Le Debut" was created and placed in flacons, representing four dominant feminine moods, one in jade green for adventure, another delicate blue for romance, a third in sombre black for sophistication, and the fourth in white crystal for gaiety. The photograph can, of course,

who has returned to the city from a two months' trip to Europe, during which he visited the Hudnut laboratories at Suresnes. He also inspected the plants of various foreign manufacturers of perfumes and perfume raw materials, and witnessed the jasmin harvest in Grasse and vicinity.

Mr. Dusenbury left New York in July, proceeding to Paris and from there to Geneva. After several days in that beautiful city, he went to Italy and returned to Grasse and Cannes about the middle of August. While in the Grasse district, Mr. Dusenbury covered the section in his own automobile, and he laughingly recalls the numerous difficulties he had on the mountain roads, saying that the car ran fine down-hill.

He was greatly impressed with the size and quality of the jasmin crop and was informed that for several years at least there will be an ample supply of this important product available at reasonable prices.

While in France, Mr. Dusenbury made several motion-picture films of the actual production of jasmin products. He is now engaged in arranging these films and inserting titles.

The late Col. Austen Colgate's will, when finally probated in New Jersey, was found to contain some interesting provisions in addition to those reported on page 395 of the September issue of this journal. The value of the estate was not made public, but it has been estimated at between \$5,000,000 and \$10,000,000.

The disposal of the Colgate & Co. stock—all voting stock—and of the residuary estate was not previously published. Bayard Colgate, a nephew, and Russell Colgate, a brother, are given equal shares of the Colgate & Co. stock under a specific provision.

Of the residue if in excess of \$1,000,000—which is virtually certain—half will be given in equal shares to six nephews, half to be divided among Yale University, Colgate University and Peddie Institute. The nephews are Bayard, son of Sidney M. Colgate; Gilbert and Robert, sons of Gilbert Colgate; John and Samuel, sons of Russell Colgate, and Henry, son of the late Richard Colgate. Colgate University is to get half of the remaining half, or one-quarter of the entire residue, and Yale and Peddie are to get equal parts of the remainder. The institutions are to use the money for establishing scholarships as they see fit.

Each of Mr. Colgate's nieces is to receive \$50,000 and his cousins, Elizabeth Parmele Pope and Mary L. Parmele and Asa Pope, son of Mrs. Pope, are to get \$25,000 each. A trust fund of \$25,000 is established for Caroline Van Eman, the income to go to her during her lifetime, with the principal reverting to the residue of the estate at her death. Other relatives receive small bequests.

Thomas Harrison, Archibald Greer, William Reid and Adolph Carlson, employees, are to get \$25,000 each.

Sidney Morse Colgate receives the testator's stock in the Seven Oaks Co., a Delaware corporation.

Reports from Concord, N. H., are to the effect that Billy B. Van has been in consultation with business men in that city with regard to leasing buildings for the Pine Tree Products Co. of which he is president. According to the reports, the soap plant of this company will be transferred from Newport, N. H., to Concord early next year. If suitable buildings cannot be secured, it is probable that a plant will be erected at Concord to house the activities of the company.

H. K. Clover, formerly head of the Lovelure Perfume Corporation, Los Angeles, Cal., was recently held for trial on a charge of selling stock without a permit by Municipal Judge William D. McConnell. According to a local paper the company proposed to snare perfumes in a patent tank and then bottle the odors for sale. Answering the stock selling charge Mr. Clover asserted the only securities disposed of were those sold by their owners, and that no effort was made by him to promote stock sales.

The Lovelure Corporation is now operated by J. J. Wilson and associates, who recently took over the factory in 57th street and assets amounting to \$86,000, including the patent tank, according to Mr. Clover.

Dr. Eugene Charabot, head of the firm of Charabot & Co., arrived on the *Ile de France*, October 18, for a visit to Ungerer & Co., representatives of his firm in the United

States and Canada. Dr. Charabot, who is a senator from the Department of the Alpes-Maritimes, is making his headquarters at the offices of Ungerer & Co., New York City, and is staying with his personal friend, W. G. Ungerer, president of that company. He will be a guest of honor at a dinner to be given to Paul Claudel, ambassador of France to the United States, in New York, October 25. This dinner will be in celebration of the Marcelin Berthelot Centenary. Dr. Charabot is president of the French Berthelot Centenary Committee.

On his arrival, Dr. Charabot announced that he had been empowered by the French government to present the cross of the Legion of Honor to W. G. Ungerer. An account of this award to Mr. Ungerer will be found on another page in this issue.

Friction between two camps of Trans-Atlantic flyers developed early in October, when Clarence D. Chamberlin was barred from inspecting the plane of Capt. Rene Fonck by guards at the hangar at Curtiss Field, L. I. An interesting fact connecting our industries with the incident was that the guards, according to accounts published in the New York newspapers, were acting upon orders of Edwin L. Sefton, of Harriet Hubbard Ayer, Inc., New York, who was an officer of the company backing the proposed Fonck flight.

Plexo Preparations, Inc., New York City, manufacturers of creams, have taken over the sale and distribution of their products which were formerly distributed by the General Drug Co. The offices and laboratories of the company have also been moved from the former address at 94 North Moore street to 34 Ericsson Place, New York. There has been no change in the management of the company, A. F. Knowles and R. R. Powell, who have been associated with the company since its organization, remaining in charge of the business.

Roger & Gallet, Paris and New York perfumers, have appointed J. C. Bull, Inc., New York, advertising, to direct their advertising in the United States and Canada.



DR. EUGENE CHARABOT

C. F. Sauer Co., Richmond, Va., celebrates this month the 40th anniversary of its founding. In a large measure the history of this company is the history of the career of one man, C. F. Sauer, Sr., who founded the company and is still its active head.

At the age of 13 years, Mr. Sauer started his business career with a wholesale drug supply house in Richmond. For the first year his work was to do all of the little disagreeable tasks which are usually left to the newcomer in any organization. He continued to advance with this firm during the next two years.

During that time Mr. Sauer was studying the business and gradually building up a few small retail drug accounts of his own, selling the goods, delivering them, handling his own accounts and collecting the money for his firm. In this way he became acquainted with a number of the retail druggists and after several years purchased a retail drug business, paying \$800 for it, \$600 in cash, representing his entire savings, and \$200 in the form of a loan from the wholesale company for whom he was working.

He retained the services of the druggist who had formerly owned the business to handle the store and immediately began manufacturing extracts and family remedies in connection with it. He soon recognized the demand for flavoring extracts in package form and transferred his manufacturing activities to a larger building, renting out one floor and using the other for manufacturing purposes. The steadily increasing demand for his products soon caused him to use the entire building. Since that time he has made two changes, and in 1912 built the present home of the C. F. Sauer Co., of which the accompanying picture is a photograph. This building was especially designed for the manufacture of flavoring extracts. The third and fourth floors are used almost exclusively for the manufacture of vanilla while the other floors cover operations in other flavoring extracts. The offices are on the main floor.

From the small beginning outlined herein, the company has grown to be one of the largest flavoring extract manufacturers in the world. It manufactures a full line of flavor-

ing extracts, a line of food colors and also packs a full line of spices. A subsidiary company, the American Laboratories, Inc., manufactures a line of pharmaceuticals, household remedies, etc. In addition to the staff of office and plant employees, the company has 62 men on the road covering practically the entire United States except certain portions of the Middle West where freight rates are excessive.

In a large measure the great success of the C. F. Sauer Co. has been due to the sound business judgment and energy of Mr. Sauer, Sr. In addition to his connection with the C. F. Sauer Co., Mr. Sauer has long taken a prominent part in the activities of the Flavoring Extract Manufacturers' Association, has assisted his native city by opening several new developments, and furnishing employment and homes for many in Richmond. His many friends in the trade and in Richmond will join, we are sure, in our congratulations on his anniversary.



C. F. SAUER

Rhodia Chemical Co., Inc., 21 Spruce street, New York City, has announced the appointment of Clayton F. Shoemaker, Jr., as its Philadelphia representative, effective October 1.

Mr. Shoemaker was formerly representative of the Belgian Trading Co. in the Philadelphia territory and for many years was connected with the wholesale drug firm of Shoemaker & Busch, Inc.

Colgate & Co., in the latest issue of the *Colgate Clock*, has announced the addition of a new product to its line. The new item is a granulated soap product which is being put out under the name "Super Suds." Dr. Martin H. Ittner, chief chemist for the company, describes the product in some detail in the *Clock*.

Edgar J. Mills of the American Products Co., Cincinnati, Ohio, has returned home after service in the Officers' Reserve Corps at the Army Base in Brooklyn, N. Y. Since the World War where Mr. Mills served as a captain and staff specialist for fourteen months, he has been actively interested in the development of the Officers' Reserve Corps.



PLANT OF THE C. F. SAUER CO., RICHMOND, VA.

Emile Schlienger, senior partner of Bertrand Frères, Grasse, France, arrived on the *Aquitania* September 30 for his annual visit to the American trade in which he has a host of friends. He is making his headquarters at the offices of Bertrand Frères, Inc., 26 Cliff street, New York City, of which P. R. Dreyer is president, but at present is touring the Middle West with Mr. Dreyer. They expect to spend about three weeks in that section. Mr. Schlienger will return to France about the middle of November to be



AUGUSTE MULLER, EMILE SCHLIENGER, HUBERT SCHLIENGER

present at the marriage of his daughter to Robert Thibaud, which will take place in Grasse November 30.

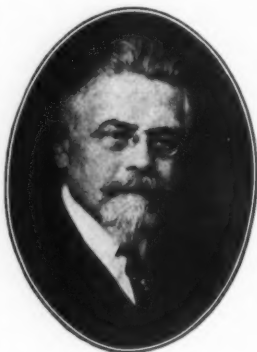
Commenting on conditions in Grasse, Mr. Schlienger said: "The weather during the entire *jasmin* crop was excellent. The crop was larger and of better quality than usual and prices are considerably lower than they have been in several years.

"The lavender crop was also of excellent quality and surprisingly large, but it is becoming more and more difficult to get adequate labor for harvesting this crop with the result that this year a large part of the flowers was not picked. Lower prices are the rule on lavender on account of the heavy new production and a considerable carry-over of the oil from last year.

"The production of oil of *neroli* and other orange flower products was quite heavy, but owing to the activities of the Syndicate, the prices of the flowers controlled by that group were higher than warranted. The manufacturers refused to purchase at the rates demanded by the Syndicate and bought only free flowers with the result that the price of the oil will be about normal."

In Mr. Schlienger's opinion, the stabilization of the franc has been a great step forward in fostering business relations between France and other countries and he hopes that the general elections will not disturb this situation.

He is already planning for his trip to the United States in 1928. On this trip he will be accompanied by his son, Hubert. They expect to spend several months on a combined business and pleasure trip with Mr. Dreyer which will take them to the Pacific coast.



P. R. DREYER

Miss Margaret Colgate, daughter of Mr. and Mrs. Sidney M. Colgate of Orange, N. J., was married on October 1 at Saranac Lake to Edward P. F. Eagan, son of Mrs. John W. Eagan of Denver, Col. Mr. Colgate is president of Colgate & Co., Jersey City, N. J.

Mr. Eagan, a graduate of Yale and Rhodes scholar at Oxford, is a noted amateur athlete. He was British Amateur Boxing Association heavy-weight champion, was captain of the boxing teams at both Yale and Oxford, and has been a close friend of Gene Tunney, world's heavy-weight champion.

Officers of the Jewel Tea Co., Inc., on October 6, reduced to ashes 4,400 shares of the company's preferred stock of \$100 par value. By its original charter, the company was required to retire each year 1,200 shares of its outstanding preferred stock, and this was done in 1917, 1918 and 1919. An amendment to the incorporation in 1925 placed the common stock on a no par basis and provided for resumption of the amortization of the preferred stock beginning on July 1, 1926. Of the original issue of 40,000 shares 26,600 are now outstanding.

On September 12, Lever Brothers, Ltd. (England), held its annual presentation of long service awards to employees. Awards were received by 431 employees of the company. Of these, 69 had covered 25 years of service and 362 15 years of service. Records up to the present time show that 768 workers of Lever Brothers, Ltd., have completed 25 years of service and 3,088 have records of 15 or more years. Of the total, 456 awards have been made to women workers.

Among the scientists who attended the recent Conference of the International Union of Pure and Applied Chemistry at Warsaw was Justin Dupont, who was a member of the French delegation. Dr. Dupont is also acting as chairman of the section of Pharmaceuticals, Essential Oils, Natural and Synthetic Perfume Materials and Photographic Chemicals at the Congress of Applied Chemistry in Paris. On page 439 of this issue there is published a paper by Dr. Dupont on the technology of ethyl protocatechuic aldehyde. This paper is one of the first contributions to scientific literature on this product.

On October 15, the Beauty House of Rose-lo-le, Inc., at 43 East 50th street, New York City, was formally opened. Tea was served to numerous guests of the company and an attractive showing of the products of the company was made by the management.

L. B. Kirk, formerly advertising manager of the Citrus Products Co., Chicago, maker of concentrated flavors, has returned to this company in his former capacity. He was recently with the Calvin Stanford Advertising Agency, Atlanta.

The Skidoo Co., Columbus, Ohio, manufacturer of "Skidoo," a household cleanser, has appointed the Robbins & Pearson Co., Columbus advertising agency, to direct its advertising account. Newspapers, magazines and outdoor advertising will be used.

A. Granese, Boston, Mass., has moved from 30 Portland street to 21 Portland street.

Another rousing new song has been added to the repertoire of Yale University through the combined work of W. Kyle Sheffield, vice-president and secretary of the New England Collapsible Tube Co., New London, Conn., and William B. Chappell, who jointly wrote "The Long Cheer March." The music was composed by Mr. Sheffield, who was graduated from Yale in 1908, and the words were written by Mr. Chappell, a member of the class of 1927.

The new song was sung for the first time October 15 by 20,000 Yale men in the Yale Bowl at New Haven, where, before a crowd of 40,000, the powerful team from Brown University went down to defeat before the onslaughts of the Yale bull dog. The song scored a decided hit and it is planned in the future to sing it at all Yale games.

Mr. Sheffield, unknown to most of his friends, is an accomplished musician; and finds recreation in composing, his latest being the inspiring Long Cheer March, dedicated to the university.

Like his brother, L. Tracy Sheffield, president and treasurer of the New England Collapsible Tube Co., who earned an enviable reputation for himself as a Yale athlete in undergraduate days, also continues a lively interest in his Alma Mater, and is a frequent spectator at the big games. Within a year or so, his oldest son Thomas, who has shown marked ability on the eleven and crew of his preparatory school, expects to follow in the footsteps of his father and uncle in the famous old institution of learning at New Haven, Conn.

Directors of the Armstrong Cork Co. have declared an extra dividend of 5 per cent in stock on the common stock, payable January 15, to stockholders of record December 15. The regular quarterly dividends of $1\frac{1}{2}$ per cent on the common and $1\frac{3}{4}$ per cent on the preferred were also declared, both payable January 3 to stockholders of record December 15.

Opening of a direct telephone circuit of 1,694 miles from New York to Dallas, Texas, is announced by the New York Telephone Company. The line forms a permanent connection and the cities may be linked by "plugging in" at either long-distance board without intervening operations. Dallas has been made the long-distance switching centre in Texas for traffic to and from the East.

Prophylactic Brush has declared an extra dividend of \$1 a share on the common stock, payable November 1 to stockholders of record November 1. The regular quarterly dividend of \$1.50 on the preferred stock, payable December 15 to stockholders of record December 1, was also declared. The meeting for declaration of the regular common dividend of 50 cents is due about the middle of December.

Owens Bottle Co. reports a net profit of \$1,672,905 for the quarter ended June 30, against \$2,232,139 for the same quarter of 1926. Net profit for the first half of 1927 was \$2,792,025, as compared with \$3,446,552 for the first half of 1926.

We have received a card from Sao Paulo, Brazil, announcing the arrival there of Maurice Cola, of Th. Mühlethaler, S. A., Nyon, Switzerland. Mr. Cola is making a lengthy South American trip. He will return to Europe by way of New York.

Louis Rapin, of Etablissements Antoine Chiris, Paris and Grasse and vice-president of Antoine Chiris Co., New York, has returned to New York after a summer spent at the headquarters of his company in Grasse and Paris. Mr. Rapin is now associated with C. A. Swan, president, in the management of the American company with headquarters at the principal offices in New York.

In an interview with a representative of this journal upon his return, Mr. Rapin commented particularly upon the *jasmin* situation. He said, "In my opinion, conditions in this important raw material are now upon a stable basis with production nearly equal to the consumption and prices at levels which should be satisfactory both to the producers and the consumers. The steadily mounting prices since the war I believe to have been due to two causes working in opposite directions; the great increase in the consumption of *jasmin*, due to its use in practically all of the more popular French odors which have caused a demand for similar creations in this market and abroad, and, on the other hand, the unavoidable delay brought by the peasants to supply an adequate production. The cultivation of that plant is a costly and lengthy operation which requires three years to bring a full production.

"It was only this year that production reached the point



LOUIS RAPIN, PIERRE CUNISSET, M. KARLESKIND

where demand could be fully satisfied at reasonable prices. Present price levels make it possible for the consumers to use it to a greater degree in their formulae than before, and will improve the quality of the finished products in general. As there is no possible way of making a high-class modern perfume without the particular touch given by *jasmin*, and only by natural *jasmin*, that raw material, instead of being classified with the expensive ingredients which have to be used sparingly, is now at about the same price as most of the other essential natural perfumes.

"Although it is very difficult to guess what a fair price is for a grower, it may be said that the present price of the flowers seems to be satisfactory if the peasants can get the advantage of more and more stabilized conditions, as may be expected since the franc has kept practically the same value. These considerations might bring us to a very lengthy controversy over questions of cost of living, lack of labor and so on, but it may be said for the satisfaction of the user of *jasmin*, that the new big and steady production which may be expected in the course of the future years, will keep the price of the natural product within the reach of the average maker of good perfumes."

The accompanying photograph was taken by the Editor during his recent visit to Grasse. With Mr. Rapin in the

picture appear M. Karleskind, chief horticulturist of Etablissements Antoine Chiris and one of the best known experts on flower growing. Mr. Karleskind has contributed extensively to the technical literature, and his articles in the *Parfums de France* are read with considerable interest on this side as well as in the privileged section of Provence. The other member of the group is Pierre Cunisset, a co-manager of the French company who is well known in the United States through his long connection with the New York offices of the house.

Felton Chemical Co., Brooklyn, N. Y., is erecting a new factory at the corner of Johnson and Flushing avenues, Brooklyn, which, it is expected, will be ready for occupancy early in the coming year.

The new factory will be a two story brick fireproof structure and will afford three times the space now available at the present location of the company. In addition to the factory and experimental laboratories, offices of Dr. Joseph Felton, president, Albert Albek, secretary, and other executives, will be located in the new building.

The company has enjoyed a rapid growth in the last few years and has earned a reputation which is giving it a fair-sized export business to Europe in addition to the domestic market.

The Fishbeck Soap Co., San Francisco, is now erecting a new two story and basement reinforced concrete factory building at 17th and De Haro streets.

François Morel, one of the partners of Lautier Fils, Grasse, France, is spending several weeks on one of his frequent visits to the American trade. His headquarters are with the American branch of his company, Lautier Fils, New York, and he is spending his time visiting his many



FRANÇOIS MOREL



C. H. BOURGUET

friends in the trade and conferring with C. H. Bourguet, manager of the New York house.

Upon his arrival, an impromptu reception was held at the company's office in New York which was suitably decorated for the occasion with the French Tricolor, the Stars and Stripes and a large sign reading, "Welcome, Mr. Morel."

Shortly after his arrival, Mr. Morel left on a trip through the Middle West with stops at all of the principal centers. He reports an excellent trip and expresses great pleasure in the opportunity of meeting so many of his friends and renewing old acquaintanceships. He will return to France early in November.

St. Petersburg, Fla., has become a distributor of soap, according to Harry Truelson, of 554 Sixth avenue, North, that city. He is associated with the United Soap Co. of Florida, which has established a branch factory in the Pinellas Park district. The branch starts with 32 employees and twelve trucks for distribution.

W. F. Robertson Steel & Iron Co., Springfield, Ohio, has announced the appointment of Davis & Orem, Inc., 237 Lafayette street, New York City, as New York sales agents for its decorated metal containers, signs and displays. These products are manufactured by the Elwood Myers Co. Division of the company at the Springfield plant, and are sold through offices in that city, in Chicago, and now under the new arrangement, in New York as well.



W. R. JANNEY

The company took over the Elwood Myers Co. of Springfield in 1925, and since that time has considerably expanded the plant and increased the production of decorated metal products.

Sales of this Division are under the direction of W. R. Janney, who has been connected with the metal container industry for many years. He is recognized not only as an expert on metal container work but also as an especially energetic and successful sales executive.

In addition to the metal container line, W. F. Robertson Steel & Iron Co. is also interested in numerous other products. It operates several plants including a mill for the production of tinplate. The initial announcement of the company appears on advertising pages 82 and 83 of this issue.

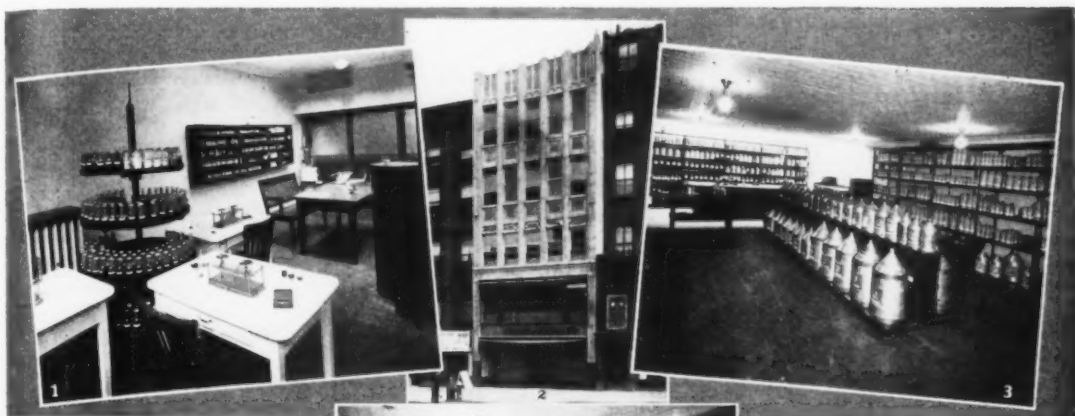
Davis & Orem, Inc., are well fitted to handle this account William Orem having been for twenty years with the Carr-Lowrey Glass Co., and George E. Davis having been connected with the trade for an equal length of time.

American Can Co. has declared a quarterly dividend of 50 cents a share on the common stock, \$25 par value, payable November 15 to stockholders of record on October 31.

This follows a quarterly dividend of 134 per cent on the preferred stock paid October 1 to stockholders of record September 15.

Samuel Alsop, president of the Alsop Engineering Co., New York City, has been discharged from the Bronxville hospital following an automobile accident on the Bronx River Parkway September 17 when a coupe which he was driving was struck by a heavier vehicle coming in the opposite direction.

Carl F. G. Meyer, president of the Meyer Brothers' Drug Co., St. Louis, has sent out a card announcing that the Meyer establishment was not in the path of the tornado which caused so much damage and loss of life on September 29.



Mr. and Mrs. J. A. J. Wijnmalen and Ivon H. Budd recently returned from a three months' visit to Europe.

Messrs. Wijnmalen and Budd are officers of Wangler-Budd Co., Inc., New York City, and are American representatives for Polak & Schwarz, Ltd., Hilversum and Zaandam, Holland. They spent considerable time with the heads of the works familiarizing themselves with the developments that have taken place in the factories within the last year or so. They report many

changes at the plant in Zaandam, where an additional plant will be built, while extensions in Hilversum will be continued until that plant is equipped to keep pace with the growing business of the company. Mr. and Mrs. Wijnmalen also visited Paris, and made a trip to the south of France.

The accompanying sketches were made by the well-known Paris illustrator Xim, and his reputation for faithful portraiture can easily be understood by those who know our two friends, the sketches being executed with absolute fidelity in every detail.

Arthur C. Drury of A. C. Drury Co., Chicago representative for Wangler-Budd Co., Inc., was in New York to greet Mr. Wijnmalen on his return and to confer with him on developments in the business. He reports the outlook better than ever before in the Middle West, and is greatly encouraged at the progress he has made. There is a new enlarged price list on the press which will be mailed to the trade shortly.

Wangler-Budd Co. are now established in their attractive new offices and laboratories at 205 West 14th street,



NEW BUILDING OF WAngLER-BUDD Co., INC.
1. LABORATORY SHOWING SAMPLE INDEX.
2. EXTERIOR. 3. STORAGE SPACE. 4. OFFICES.

New York City. The offices and laboratories are especially well arranged to serve the convenience of customers and employees and to expedite the shipment of essential oils and synthetic aromatic chemicals in which the company specializes.

The basement, for example, is devoted to the storage of goods and includes the latest facilities for weighing and packaging oils. The shipping department and laboratories are located on the first floor and are so arranged that practically all work can be done by natural daylight throughout the greater part of the day. A feature of the laboratory is a sample index made up of 1,300 vials of various oils, etc., in a rotary cabinet. Conveniently placed elevators expedite the handling and shipping of all products. The executive offices, general offices and customers' reception room are located on the second floor.

The new offices and laboratories were made necessary by the growth of the company, which has made steady progress in the last few years. The company is American and Canadian representative for Polak & Schwarz, Ltd., Zaandam, Holland, and is represented by A. C. Drury & Co., 106 East Austin avenue, Chicago; O'Brien & Bushnell, 2694 University avenue, St. Paul; Ira Bennett, 530 Drexel Building, Philadelphia, and J. Albert Bauer,

224½ East 4th street, Cincinnati.

The firm of Polak & Schwarz, Ltd., has taken a prominent part in research on perfume raw materials. Its latest work is summarized in a booklet entitled "Synthetic Perfumes, Practical Hints on their Use."



J. A. J. WIJNMALEN

IVON H. BUDD

Gustave W. Van Heukelom, prominent financier of Amsterdam, and Paris, and president of *Hollandse Maatschappij voor Aromatische Producten*, manufacturers of aromatic chemicals, has appointed Pfaltz & Bauer, Inc., 300 Pearl street, New York City, as agents for the products of his company in the United States.

Mr. Van Heukelom, who is an American citizen and son-in-law of the late Isaac Stern of Stern Bros., was formerly member of a well-known stock exchange firm in New York. He has been in this country for several weeks and expects to sail early in November.

He organized the chemical company shortly after the war and has secured several chemists to take charge of the production and research work of the factory in Berlin: Dr. L. Walther Reil, chief chemist, A. M. Burger, superintendent of production, and Dr. I. Clemente, research chemist. All of these men are well known in the foreign aromatic chemical industry and have contributed extensively to technical and scientific literature in the field in which they are working.

Rhodia Chemical Co., New York City, has completed the addition to its synthetic manufacturing plant in New Brunswick, N. J., and on October 1 began manufacturing in the new unit. The addition is a two-story building fully equipped and with excellent shipping facilities. Space now afforded is practically double that of the former synthetic manufacturing plant. J. A. Buechler, superintendent, is in charge of production.

The expansion of the synthetic manufacturing facilities of the company is in line with the expansion in the executive offices, New York City, where the company now occupies three entire floors, at 21 Spruce street, the seventh floor having been taken over recently. These offices include the executive and departmental offices as well as the experimental laboratory under the direct supervision of Alfonse Pillet, perfumer. The offices of Charles F. Kelly, general manager, and L. P. Lamoreaux are located on the ninth floor.

It is interesting to note that the new synthetic manufacturing plant addition was put in operation immediately on the return of Charles F. Kelly from a four weeks' trip to the Pacific Coast, Mexico and Canada which was made primarily for pleasure. Among the interesting places visited were Tia Juana, Mexico; Vancouver, Victoria, B. C., the orange groves of southern California and the Alexander Flying Field at Denver.

J. Edward Wehmer, manager of the Chicago branch of the company, spent several days late last month on a visit to the principal offices of the company, 21 Spruce street, New York City. While in New York his time was spent in consultation with the staff of the office and a visit to the plant of the company in New Brunswick, N. J.

Pickus-Weiss, Inc., of Chicago, has been appointed to direct the advertising of Cosmo hair dressing, manufactured by Cosmo Products, Inc., Chicago. Chicago newspapers and outdoor mediums are now being used and activities will be extended in a short time.

Jess H. Wilson has been appointed sales manager of the American Products Co., Cincinnati. He was formerly sales manager of Princess Pat, Ltd., Chicago, and the Pompeian Co., Cleveland, and is well known through his long connection with our industries.

D. Batzouroff, one of the partners of Joseph Batzouroff & Sons, Sofia, Bulgaria, arrived on the *Ile de France* October 18 for his annual visit to the American market. Mr. Batzouroff will spend several weeks in the United States calling upon the trade and conferring with George Lueders & Co., New York, American representatives of his company.

Maison Pierre, Inc., 38 West 28th St., New York City, is the name of a new company just organized to manufacture a line of toilet preparations. The first numbers of the new line will be announced in the near future. Dr. Perry N. Zang is president of the new company.

Mr. and Mrs. A. Herman Wirz returned on the *Reliance* from Hamburg, October 6, after a two months' trip in Europe during which they visited France, Germany and Austria.

Mr. Wirz's friends in Chester, Pa., where his factory is located, had arranged a surprise party for him to give him a rousing welcome. He was met at the boat by some of these friends who detained him in New York overnight on a pretext of important business so as to catch a train making connections for the reception at the Chester station. When the train arrived in Chester, it was met by a delegation of fifty men headed by a brass band of twenty-two pieces, and the Mayor of Chester presented him with the key to the city. A parade of automobiles carried the party through the city, all traffic



A. HERMAN WIRZ

being turned aside, and placards bearing such inscriptions as "Welcome Home Hard Boiled Herman" were carried.

The party proceeded through the city of Chester to Mr. Wirz's residence at Wallingford, Pa., where a dinner for fifty was served with all the necessary refreshments. Those in attendance reported a most enjoyable party and the most rousing welcome that any resident of that section had had in many years.

E. Schocher, of W. Schocher & Co., Jerusalem and Jaffa, Palestine, is visiting the United States studying the market for essential oils and flavoring essences in which his company is interested. The company is a distiller of these products and an importer of various drugs and chemicals. Mr. Schocher is enthusiastic over the prospects of the production of natural floral products in Palestine. He states that considerable progress has already been made on such products as thyme and origanum and that experiments in *jasmin culture*, which are being carried on, seem likely to prove very successful in the future.

August operating income of the American Telephone and Telegraph Co. rose to \$3,321,139 over \$2,886,865 in August, 1926. For the first eight months the operating income rose to \$26,680,495 from \$23,960,519 for the corresponding period in 1926. The gross income for August was \$8,226,104, compared with \$7,380,314 for August, 1927. The gross operating income for the first eight months was \$64,668,949.

Du-Frank Corp., Brooklyn, N. Y., whose advertisement appears on advertising page 99, announces that Richard G. Ehrlich, who is well known in the toilet preparations industry on account of several of his creations and connection of over a decade with Richard Hudnut and with houses in the supply field, has joined the organization as president and sales manager. Benjamin M. Duberstein, one of the organizers of the company, is to devote the major part of his time in the future to his other interests so that the active management will be under Mr. Ehrlich. Joseph Franks, secretary and treasurer. Mr. Franks, who has had 22 years of experience in the manufacture of handmade paper boxes, will continue in charge of production.

Refiners' Oil & Petrolatum Co., Inc., New York City, has been organized to specialize in petrolatum and white mineral oils of American origin and also to import Russian mineral oils. Offices are located at 117 Liberty street, and the plant is at Carteret, N. J. Sales agencies are maintained at Philadelphia, Baltimore, Boston and Cleveland, in Havana and in most South American republics. William F. Kroneman, who has been identified with the white oil industry for many years and who is well known in the toilet preparations trade, is president and active head of the company.

David A. Bennett, president of Albert Verley, Inc., Chicago, Ill., the American branch of Etablissements Albert Verley, Ile St. Denis, France, spent several days in New York early in October visiting his many friends in this market. Mr. Bennett said that he expected Dr. Albert Verley to arrive early in November for a visit to the trade. Dr. Verley will make his headquarters with Mr. Bennett in Chicago during his visit.

Warren E. Burns, of New Port Richey, Fla., who has been spending the Summer with his family in New York City, has returned to New Port Richey. Upon his return he was guest of honor at a meeting of the City Club and made an address in which he extolled the advantages of New Port Richey as a home and told of the progress which he had made in inducing others to join his Jasmin Point Colony.

A recent issue of the *Great Neck News*, published at Great Neck, L. I., contains an interesting account of a visit by Thomas Meighan, the motion picture star, to New Port Richey. Mr. Meighan has planned a winter home at Point Jasmin, not far from the estate of Mr. Burns, and right on the Cotee River's edge. Mr. Meighan is extremely enthusiastic about the future of Florida.

Harry J. Stein of Cameo Laboratories, Boston, sailed on the *Mauretania* September 7 for a trip through Germany and France. Mr. Stein has closed out his business in this country for the time being. His errand in Europe is to establish connections with manufacturers of perfume materials there. He will be gone several months and expects to make an interesting announcement upon his return.

The estate of the late Francis E. Dodge, of the Dodge & Olcott Co., New York, has been appraised at \$286,346 gross and \$268,381 net. The widow, Mrs. Magdalene Talmadge Dodge, receives \$31,250 and a life estate in \$143,409. Mrs. Margaretta B. C. Antonisen, a daughter, inherits a life interest in \$66,599 and Philip Lyndon Dodge, a son, receives \$13,279.

A new branch of a prominent foreign producer of synthetics came into existence early in October, when A. Maschmeijer, Jr., Inc., was organized in New York as the American branch of the Holland company bearing the same name. Offices have been secured at 66 West Broadway, New York City, under the direction of Jules O. Vollbehr, who is vice-president and treasurer of the new corporation. A. Maschmeijer, Jr., is president.

Mr. Vollbehr arrived in the United States late in September to take care of the details of organizing the new branch. He is no stranger to the American market, having made many friends in the trade in the course of his numerous visits here while serving as sales manager of the Amsterdam company. He expects to remain in the United States indefinitely, devoting himself to building up an organization for handling sales of the Maschmeijer line in the United States and Canada. Ample stocks of these products will be carried in New York so that the trade may be supplied promptly and efficiently.

The parent firm, A. Maschmeijer, Jr., Amsterdam, Holland, was established at the end of 1899, thus coming into existence very early in the history of the aromatic chemical industry. It made rapid progress and has been able to increase the size of its plant and to expand its sales steadily. Under the capable leadership of A. Maschmeijer, Jr., himself an outstanding chemist, together with a staff of skilled chemists, the modern research laboratories at Amsterdam are

constantly engaged in research on new aromatic bodies and in the improvement of manufacturing processes. Thus new products are constantly being added to its line, of which the following are some of the principal specialties: artificial musks (ketone and xylol), ambrette, aldehydes, artificial violets, citronellol, geraniol, hydroxycitronellal, phenyl-ethyl alcohol, and many other products.

In addition to the Maschmeijer line, the New York branch will act as distributors for J. & E. Sozio, Grasse, France, manufacturers of natural floral products. The house was established in 1757, making it one of the oldest in the French Riviera Flower District.

It will also represent W. H. Hobbs & Co., Ltd., of London, the well known English distillers and importers of essential oils, specialists in Mitcham Peppermint Oil, English lavender, and a special brand of French lavender manufactured in the Alpes Maritimes under its own supervision.

Another account to be handled by the company is that of Etablissements Victor Hasslauer, S. A., Paris, established



A. MASCHMEIJER, JR.



JULES O. VOLLBEHR

in 1869 and recognized as one of the largest importers of natural musk, civet, castoreum, and ambergris.

Stocks of the products of all of these companies will be carried in New York in order that the trade may be served to best advantage.

Gerard J. Danco, who has for several years been associated with the Belgian Trading Co. as an officer and director of that company, has joined the staff of Compagnie Parento, Croton-on-Hudson, New York. Mr. Danco, who is the son of Pierre S. Danco, founder and head of the Belgian Trading Co., has been connected with the essential oil industry for more than ten years and is thoroughly acquainted with the sources of supply and outlets for perfume raw materials.

Compagnie Parento, in addition to its own line of perfume materials, is agent for Pierre Dhumez & Cie., Vallauris, France, producers of natural flower oils. Mr. Danco's many friends in the trade will join with us in wishing him success in his new position.



GERARD J. DANCO

Karl Kiefer, president of the Karl Kiefer Machine Co., of Cincinnati, spent his summer vacation at his home in Charlevoix, Mich., where he has two or three motor boats and enjoys splendid fishing.

A. J. Sterling, manager of the company's New York office, rested for a month during the summer with his family at Highland Park, Winsted, Conn.

Miss Nell Vinick, who will be remembered for her radio talk on beauty at the Atlantic City convention of the American Manufacturers of Toilet Articles, was featured for a series of talks on "Lessons in Loveliness" which were sent on the air every morning in the week of October 10 to 15 from WGBS, the Gimbel Brothers' broadcasting station. Large advance advertisements were printed in several metropolitan newspapers and the "lessons" made a big hit.

Statistics gathered by the Spectator Co., an insurance publication, reveal that 178 persons living in the United States carry life insurance of \$1,000,000 or more. The highest is Rodman Wanamaker, New York, \$7,500,000. Carl Weeks, Des Moines, Iowa, is listed at \$1,064,000 and Abe Plough, of Memphis, Tenn., at an even \$1,000,000.

The 453 Louis K. Liggett Co. drug stores report sales of \$4,841,649 in September, an increase of 6.87 per cent over September, 1926. Sales for the first nine months of 1927 were \$42,849,236, an increase of 12.33 per cent over the same period last year.

The Chicago offices of Pierre Lemoine, Inc., have been moved to 510 North Dearborn street. The Chicago office is in charge of H. C. Bartold, son of Harry Bartold, whose connection with the Chicago trade is well known to our readers.

United States Industrial Alcohol Co. has declared a dividend of \$1.25 a share on the common stock, payable November 1 to stockholders of record October 15.

A very progressive policy on the part of trade publications is shown in the attractive announcement of the *American Druggist* which appears in the form of an insert between advertising pages 116 and 117 of this issue. Desiring to reach the manufacturers of perfumes, cosmetics, and toilet preparations, and to interest them in an advertising campaign through its pages, the publication is using an advertisement in this journal in the belief that the trade can hardly be reached in any more satisfactory fashion.

The picture on this insert formed the cover of the *American Druggist* for its September issue. In this connection it is interesting to note that the picture was the subject of a prize contest, the publishers offering \$25 for the best title. The prize was won by S. Marcus of the Marcus Pharmacy, Philadelphia, with the title "A Counter Irritant."

Mr. and Mrs. A. E. Bruns are planning a six weeks' European trip. They expect to sail from New York on the *Hamburg* October 27 and to spend their time visiting various countries in continental Europe. Mr. Bruns is president of the Metal Package Corporation, New York City.

The Chicago office of Proctor & Schwartz, Inc., has been moved from 812 Hearst Building to 800 Michigan-Ohio Building. Louis P. Tiers is now manager of the Chicago office, succeeding Joseph Tiers.

Jean Bagaroff of Bagaroff Frères, Sofia, Bulgaria, with Mrs. Bagaroff returned on the *Berengaria* October 7 from his annual visit to Bulgaria. Mr. Bagaroff expects to remain in the United States two or three months calling on the consumers of otto of rose.

He says that the crop this year, which began on May 17 and ended on June 17, was fairly satisfactory. It was



MR. AND MRS. JEAN BAGAROFF

originally expected that it would be much larger than that of last year but owing to the fact that no rain fell during the distillation, the yield of otto of rose was considerably below that of a year ago. This year it required from 4,000 to 4,100 kilos of flowers to produce one kilo of oil while last year only 3,600 kilos of flowers were needed for the same result.

The price of the flowers was the same, but on account of the poor yield the price of otto of rose is from 5% to 10% higher. Mr. Bagaroff believes that the high price of his product has, to some extent, discouraged its use in the United States, although he says that the market here still consumes a considerable quantity.

Dr. R. S. Swinton, chief chemist of W. J. Bush & Co., New York City, returned on the *California* recently from Glasgow. Dr. Swinton's trip abroad was chiefly to visit the parent company, W. J. Bush & Co., Ltd. of London. After his visit to them, he went to Scotland for a visit to his family there. While in Scotland, he had the pleasure of looking over the famous St. Andrews golf course. This proved such an inspiration to him that immediately upon his return he won a prize at a tournament at his home course, Colognia.

On October 14 Dr. Swinton's daughter, Margaret, was married to Lieut. H. Spillinger, U. S. A. The wedding took place at the Swinton home, and after the ceremony the couple left on an extended motor trip.

The New York *Journal of Commerce* on September 29 published a centennial edition in commemoration of the occasion when it assumed the use of its present name. The age of the journal really dates further back, for it is the direct descendant of the *Independent Journal or General Advertiser*, which was founded November 17, 1783. The centennial edition consisted of nine sections containing 200 pages filled with a vast quantity of interesting historic and current matter relating to the century covered by its present name. Special sections were given to drugs and chemicals, finance, insurance, groceries, railroads and the numerous other fields which it covers. One of the chapters was a historical sketch of Colgate & Co.

Traffic on the Rue de la Paix, Paris, was held up on September 26 on the occasion of the opening of the new perfume shop of Mme. Ganna Walska, says a special dispatch to the New York *Times*. Mme. Walska arrived at the shop in a magnificent car painted olive green. She was attired in cherry red velvet with gold embroidery and a Russian Cossack hat about a foot high, a sable cloak worth \$50,000 and half a million dollars' worth of emeralds and sapphires, including the famous emerald of the Grand Mogul of India. Mme. Walska has announced that the profits of her perfume venture will be devoted to converting the Theatre des Champs Elysees into a "Temple of Music," indicating that she is still interested in opera.

Mr. and Mrs. George Lueders returned recently on the *Reliance* from a trip of several months in Europe. Mr. Lueders comes back greatly improved in health and ready to resume his duties as head of the company which bears his name.

James P. McGovern, Washington representative and counsel for the United States Industrial Alcohol Co., recently went to Walter Reed Hospital for an "overhauling and adjustment," as he expressed it, due to an arthritic affliction.

The Mathieson Alkali Works, Inc., of this city, is planning to construct a portland cement factory at Saltville, Va., with a capacity of 1,000,000 barrels a year.

Givaudan-Delawanna, Inc., New York City, advise a change in the telephone numbers of their offices. The new numbers are ALGonquin 9480-1-2-3.

We are indebted to J. R. Gaunt & Son, Inc., New York City, for the reproduction of the medal of the Legion of Honor used in connection with the article on the decoration of W. G. Ungerer on Page 452 of this issue.

Chicago

The National Beauty and Barbers' Supply Dealers' Association, which functioned under the name of the Barbers' Supply Dealers' Association of America up to one year ago, when the name was changed at the annual convention in Chicago, will hold its 1927 convention at the Stevens Hotel, Chicago, beginning on October 31.

The 1925 convention in New York City was looked upon at the time as a record breaker in point of attendance and enthusiasm, but was surpassed by the 1926 convention. Both of these conventions, it is predicted, will be eclipsed by the forthcoming convention in Chicago. Close to 150 exhibitors have requested space, and the list includes many firms that have not taken part in previous exhibitions of the association. The success of the event from this aspect is more than assured.

It is stated that 350 active members are enrolled in the association, some hailing from Mexico, Canada and Hawaii, in addition to those in the United States.

I. D. Faden, of Chicago, western representative of Atlantic Manufacturing Co., Newark, N. J.; T. C. Wheaton Co., Millville, N. J., and Imperial Metal Manufacturing Co., Long Island City, spent a few days visiting the trade in New York and calling upon his principals in this vicinity early this month. Mr. Faden paid visits to the plants of the Atlantic Manufacturing Co. and the Imperial Metal Manufacturing Co. while in New York. He returned to Chicago by way of Philadelphia, where he called upon other accounts in which he is interested.

Max Factor has opened a sales office for his line of cosmetics and toilet goods at 444 West Grand avenue, Chicago.

The Will & Baumer Candle Co. is moving its Chicago headquarters from 14 North Franklin street to larger quarters at 162 North Franklin street.

The Arrow Co. will open a fine new cosmetic and drug shop this month at 947 North Clark street, in the new Lincoln Park hotel.

H. C. Hall, E. C. Loew and N. Rothblum have organized the Thomas Co., with offices at 4658 North Robey street, and will deal in drugs, cosmetics and other lines of merchandise.

Morris Olin, Walter Capps and Harry Scharge have organized the Kedzie Peacock Co., with headquarters at 3201 Lawrence avenue, Chicago. The company has a capital stock of \$40,000 and will handle drugs and toilet goods of all kinds.

The Corbus Kraft Co. has been organized at Marseilles, Ill., with a capital stock of \$10,000 to deal in drugs, cosmetics and toilet goods.

Edward A. Levy Co., well known to the Chicago trade, has moved to larger quarters at 610 to 612 West Lake street.

The International Chemical Co. has started an advertising campaign on "Shavolene," its new shaving cream.

The Larkin Co. store and mail order headquarters at Peoria is holding its fifty-second anniversary, the twenty-

fifth anniversary of the establishment of the Peoria store and the ninth anniversary of the opening of the Larkin Economy stores in Central Illinois. The *Peoria Journal-Transcript* issued a special supplement in honor of the triple celebration.

Mark Finks has been named as sales and advertising manager of the San Francisco branch of the Los Angeles Soap Co. He was formerly located at the Omaha office of the company.

W. A. Susanka, of the Capes Viscose, Inc., Chicago office, reports the business outlook in his territory as improving and says he expects a good autumn business.

The Bundt Laboratories have been organized at Detroit, Mich., with a capital stock of \$50,000 and offices at 11715 Hamilton avenue, that city.

Joseph Dinkin, Ralph Love and J. Love have organized the Madame Love French Beauty Co., with offices at 1422 Stevens Building, to deal in cosmetics and toilet goods of all kinds.

Kenneth G. Smith, manager of the Pepsodent Co., with Mrs. Smith, recently sailed for an extended European trip on the *Mauretania*.

James Mullen has joined the sales force of Harry J. Ahles, Chicago representative of Ungerer & Co., at 350 North Clark street and will call on the Chicago essential oil trade.

J. H. Angobe, of the H. D. Lee Mercantile Co., Kansas City, was a business visitor in the Chicago market last month.

The Parfum Surprise Co. has been organized at Detroit, Mich., with a capital stock of \$10,000 to manufacture and distribute cosmetic goods. The offices are located at 116 Michigan avenue, Detroit.

Illinois ranks second among the states in manufacture of perfumery, cosmetics, toilet preparations, etc. Seventy-two plants employ about 1,925 workers; salaries and wages, about \$2,200,000 yearly; value of products about \$13,100,000. First place goes to New York.

Prof. Lloyd Dallas Herrold, head of Northwestern University's advertising courses, in a recent lecture stated that men will use rouge, put perfume on their handkerchiefs and carry vanity cases within fifteen years. Manufacturers, he said, would find a new sales field in the male sex.

Dr. Rudolph Pabst

Dr. Rudolph Pabst, chemist, for many years owner of the Reading Extract Co., Reading, Pa., died in a hospital in Philadelphia on September 5, following an operation. Dr. Pabst was well known to the cosmetics and flavoring extract trades and was the originator of many formulae now in general use. For many years he was active in the work of the Flavoring Extract Manufacturers' Association. He was born in Germany and was a graduate of the University of Berlin. He leaves a son, Camillo Pabst, of Harrisonburg, Va., to whom he willed his formulae.

IN MEMORIAM FOR DEPARTED FRIENDS

BURR, MRS. SARAH SILVER, widow of Edwin Henry Burr, long prominent in the essential oil trade in New York and elsewhere in America, New York, October, 1923.

CHIRIS, MME. LEON, mother of Georges Chiris, present head of the Etablissements Antoine Chiris, Paris and Grasse, France, October, 1926.

CHRONISTER, VAL H., president of the Val-O Chemical Co., Decatur, Ill., October, 1926.

FOX, OSCAR, president of the Standard Extract Works, New York, at Perth Amboy, N. J., October, 1925.

FRENCH, HOWARD BARCLAY, head of the Samuel H. French Co., Philadelphia, at Radnor, Pa., October, 1924.

GROSSMITH, STANLEY, chairman of J. Grossmith & Son, Ltd., perfumers, London, October, 1924.

HYATT, HERBERT OGDEN, president and treasurer of the Brass Goods Mfg. Co., Brooklyn, October, 1924.

KILLEEN, EDWARD VINCENT, JR., son of E. V. Killeen, vice-president of George Lueders & Co., died in the service of his country, October, 1918.

LAYMAN, FREDERICK NOEL, managing director Wright, Layman & Umney, Ltd., soaps and perfumes, London, October, 1926.

LIND, MONROE P., one of the founders of the Schandin & Lind Co., now the Garwood Co., manufacturing perfumers, Philadelphia, Pa., October, 1926.

LINNMANN, HUGO, senior partner of Eduard Buttner, Leipzig, Germany, at Leipzig, October, 1925.

MENNEN, MRS. ELMA C., president of the Mennen Chemical Co., Newark, N. J., October, 1917.

MERCK, GEORGE, chairman of Merck & Co., manufacturing chemists, New York, October, 1926.

SHEDD, JOHN GRAVES, chairman of the board of Marshall Field & Co., Chicago, October, 1926.

SILVER, MRS. MARGARET MCCONNELL, wife of the late George Silver, and mother of George Silver, president of George Silver Import Co., New York, at Shrewsbury, N. J., October, 1924.

THOMAS, JOSEPH, formerly proprietor of the De Milo Perfume Co., New York, October, 1924.

UMNEY, JOHN CHARLES, F. C. S., Ph.C., editor, author and essential oil authority, London, Eng., October, 1919.

WEBB, JAMES A., of James A. Webb & Sons, cologne spirits, New York City, October, 1910.

WESENER, DR. JOHN A., president of the Columbus Laboratories, Chicago, Ill., October, 1926.

Charles Gibson

Charles Gibson, seventy-two, Albany financier and philanthropist, and chairman of the board of the Gibson-Snow Co., Inc., wholesale druggists, died at his Keene Valley home September 20. Mr. Gibson had been identified with the drug trade in Albany, N. Y., for fifty-seven years. In 1915 Mr. Gibson was elected president of the National Wholesale Druggists' Association and for many years was active in its affairs.

Peter Carmichael

Peter Carmichael, for nearly forty years with the American Can Co., died in his sixty-fifth year October 2 at his home, 438 11th street, Brooklyn. He was a native of Perthshire, Scotland, and for seventeen years was financial secretary of Clan MacDonald 33, Order of Scottish Clans. He is survived by his wife, a son and a daughter.

NEW PUBLICATIONS, PRICE LISTS, ETC.

DU PONT CELLOPHANE Co. has announced a new type of Cellophane, known as Moistureproof Cellophane. The new product has unusual protective qualities in both retaining the moisture content of the article around which it is wrapped, and also keeping out the moisture from the air when this is desired. In the baked goods, candy and food products fields, as well as in other fields, it is believed that the new product will enjoy large usage.

NÉROLIUM, the co-operative society of orange blossom producers of the Department of the Alpes Maritimes, has issued a bulletin to the trade announcing a new method of handling sales of their products in the United States.

The society says:—"We have decided in the future to market our products in wax sealed bottles of 250 grams and in lead sealed outside packing. Sales will be made direct to the consumers of these products and not as formerly through agents. We trust that this new method of handling our products will be met with a response on the part of the perfumers in the United States as hearty as that with which we have been favored in the past."

The announcement of the new procedure of the society will be found on advertising page 58 of this issue.

"MODERN PACKAGING," Volume 1, No. 1, September, 1927, is a new magazine to be published monthly by the Breskin & Charlton Publishing Co., 11 Park place, New York. D. E. A. Charlton is the editor and Charles A. Breskin is the business manager. The scope of the magazine is indicated by its title and the initial issue contains a number of interesting articles. The typography is attractive and taken altogether *Modern Packaging* starts its career under favorable auspices.

STAFFORD ALLEN & SON, LTD., London, England (UNGERER & Co., New York, American representative), has issued a descriptive pamphlet of "Sira Microscopy Preparations," for the use of scientific and other research workers.

MENNEN Co., Newark, N. J., has sent out a circular written by "Jim Henry," the Mennen salesman, telling about and enclosing a sample of "Mennen for Men Talcum Mit." "Jim" calls it the "last minute idea in shaving comfort."

KARL KIEFER MACHINE Co., Cincinnati, Ohio, has issued the October number of the *Superintendent*, its sprightly and entertaining magazine. E. E. Finch contributes another of his interesting articles on "Men We Like to Know" and still one more on the timely subject of "Production Profits." There is a chapter on "Poker."

FELTON CHEMICAL Co., INC., 61 Taaffe place, Brooklyn, N. Y., has issued a new and attractive 16-page wholesale price list of raw materials for perfumers, soap makers and flavoring extract manufacturers. As the introduction says, this is not merely a catalogue but a reference book regarding the numerous specialties manufactured by the company, some of the information being of a nature which would usually be found in text books.

UNGERER & Co., New York, have issued a circular giving the following report about new crop lemon oil received from their Italian principals, S. & G. DePASQUALE, of Messina:

"From the early appearance of the lemon tree blossoms and formation of the young fruit, it was generally conceded that this year's would be an unusually good crop.

"The excessive heat during June, July and early August together with the lack of rain caused considerable anxiety and while the trees suffered somewhat, no serious damage was done.

"Notwithstanding these setbacks, it is expected that the new crop will be equal at least to last year's and may possibly exceed it.

"It is generally believed, however, that the new crop quotations will be approximately the same as present prices, although it is our opinion there is a good possibility of a slight decline.

"It must be remembered that the carry-over stock represents oil produced at much higher prices and for this reason the holders are reluctant to reduce their price until forced to do so by the proximity of the new crop.

"With conditions as favorable as these, it is advisable to continue hand-to-mouth purchases. It will be advisable, however, to carefully watch developments the next month or two, as we believe that during that time conditions will be favorable to place annual contracts."

"INTERNAL REVENUE NEWS" is the title of a new neat little monthly publication started under the auspices of Commissioner David H. Blair for the dissemination of information of interest to officials of the bureau and often of concern to persons having relations with the internal revenue service. It is free to employees of the bureau. The public may obtain copies at 5 cents each or 50 cents a year on application to the Superintendent of Documents, Government Printing Office, Washington, D. C. Stamps are not accepted in payment.

SCOVILL MANUFACTURING Co., Waterbury, Conn., has issued a neat little booklet entitled "Brass Facts," which deals with the characteristics of copper alloys, especially brass. A brief description is given of the uses and methods of manufacture of various brass alloys and is calculated to answer some questions which may have been puzzling to buyers and manufacturers who use these materials. The booklet contains 26 pages and is appropriately illustrated. Copies may be obtained by those interested by addressing the company.

"SYNTHETIC PERFUMES, PRACTICAL HINTS ON THEIR USE," issued by Polak & Schwarz, Ltd., Zaandam, Holland, for whom Wangler-Budd Co., Inc., are American agents.

This is the second revised edition of a booklet of the same title published two years ago by Polak & Schwarz, Ltd. The subject has been amplified and brought up to date, the result being that the booklet has been expanded to 80 pages. The same careful and astute consideration of the various branches of the synthetic perfume industry is to be noted in the enlarged edition as was observable in its predecessor, which brought wide commendation to the publishers. As the preface states, the firm has "endeavored to give unbiased practical hints for the application of synthetics generally, besides flower oils, fixatives and the different specialties manufactured by" the publishers of the

booklet. This object apparently has been successfully achieved in a general way. The extensive demand for the first edition did much to meet the quest of perfumers and others for information regarding synthetic perfume materials and without doubt the second edition will be widely read by those interested in this phase of the toilet preparations and allied industries. Copies of the booklet, which is published in English, French and Spanish, are available free of charge to present and future customers and friends of Polak & Schwarz, Ltd.

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 81 Fulton street, New York.)

STANDARDS AND TESTS FOR REAGENT AND C. P. CHEMICALS, by Benjamin L. Murray, octavo, 560 pages, second edition, revised and enlarged, D. Van Nostrand Co., Inc., New York, 1927. Price \$5.

In two ways, the second edition of this excellent reference work is an improvement over the first edition, which was published in 1920. The first and more important is the fact that for the first time definite standards have been published on a comprehensive list of C. P. chemicals by an authority other than the manufacturer of the products listed. More than 200 such chemicals have been listed, described and tests for their purity prescribed in this volume. The book should assist in defining accurately the much abused term "C. P." as applied to a standard of chemical purity. Doubtless practically all of Dr. Murray's definitions and tests will be accepted as satisfactory by both the producers and the consumers of these products.

The second improvement over the first edition is to be found in the fairly long list of changes in the tests and descriptions outlined in the first edition. These, the author states, have been included largely as the result of criticisms sought from those who have been constant users of the earlier work. The whole forms a valuable laboratory reference work and should be in the hands of all chemists having extensive contact with reagents and C. P. materials.

COMMERCE YEAR BOOK, 1926, Volume 1, octavo, 676 pages.

Published by the Department of Commerce. Copies on application to the Superintendent of Documents, Government Printing Office, Washington, D. C. Price, \$1.

This is one of a series of two volumes compiled by the Bureau of Foreign and Domestic Commerce, Dr. Julius Klein, director. The previous four editions of the year book were issued in one volume each, but the amount of valuable material available caused the separation of this edition into two volumes. Volume I contains detailed information concerning business conditions in the United States viewed from numerous and varied aspects and Volume II will contain similar data, though in somewhat less detail, for about seventy foreign countries and for the noncontiguous territories of the United States.

Volume I incorporates statistical information originally collected by numerous government bureaus, trade associations and trade journals. It is carefully arranged and is amply indexed, so that it will be useful to the business world both at home and abroad.

TRADE MARKS FOR PERFUMES, TOILET ARTICLES AND SOAPS, Supplement No. 3, Compiled by the American Manufacturers of Toilet Articles, 305 Broadway, New York. Price of Supplement No. 3, \$1.

This is the third supplement to the original compilation of registered and unregistered trade marks for perfumes, toilet articles and soaps, and lists those registered in the United States Patent Office between January 1, 1927, and July 1, 1927, together with such unregistered trade marks as have been reported to the association by users since the second supplement was printed.

The association also has issued in pamphlet form a report of the thirty-third annual meeting which was held at the Ambassador Hotel, Atlantic City, May 9-11, 1927.

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Plomar Products Corporation, Pittsburgh, Pa., soaps, face lotions, perfumes, etc., \$500,000. Capital Trust Co. of Delaware, Dover, Del.

Leonard Products, Inc., Buffalo, N. Y., paper bags, soap, etc., \$20,000. C. E. Duane, Buffalo, N. Y.

Metro Supply Co., Brooklyn, N. Y., face powder, \$5,000. M. H. Latner, 350 Fulton street, Brooklyn, N. Y.

Curran Laboratories, Palisades Park, N. J., cosmetics, \$100,000. Palisades Park National Bank, Palisades, N. J.

Century Chemical Co., Manhattan Borough, New York City, disinfectants, etc., 100 shares of common stock. C. E. Murphy, 32 Broadway, New York, N. Y.

Modern Barber Shop and Beauty Parlor Co., Jersey City, N. J., \$90,000 preferred stock and 2,000 common shares. Corporation Trust Co., Jersey City.

Gustave Holland, Manhattan Borough, New York City, beauty parlor, \$25,000. M. S. Yochelson, 320 Broadway.

Sal Insecta Corporation, Manhattan Borough, New York City, insect exterminators, \$20,000. F. W. Kristeller, 68 William street, New York, N. Y.

Pioneer Cosmetics Manufacturing Corporation, Manhattan Borough, New York City, 100 shares of common stock. W. A. Michaels, 1,400 Broadway, New York City.

Rallet Corporation of America, New York, toilet sundries, \$50,000, incorporated in Delaware, through the Corporation Trust Co. of America, Wilmington, Del.

Surfacol, Manhattan Borough, New York City, floor cleaning preparations, 100 shares of common stock. E. C. Miller, 217 Broadway, New York, N. Y.

Salikof & Belle Hovey Laboratories, Philadelphia, 2,000 shares common. United States Corporation Co., Dover, Del.

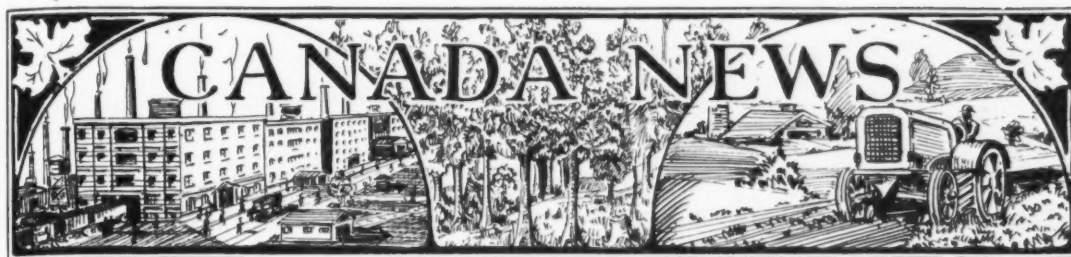
Odora Co., Manhattan Borough, New York City, chemicals and drugs, \$20,000. Engelson & Miller, 475 5th avenue.

Percolax Co., Wilmington, Del., chemicals, \$100,000. J. F. Molloy, Wilmington, Del.

Paper Converting Corporation, Newark, N. J., containers, Homer D. Smith, Newark, N. J.

I. Krim, Brooklyn, N. Y., barbers and manicurists, \$10,000. B. E. Aron, 51 Chambers street, New York, N. Y.

United Extract Co., Manhattan Borough, New York City, flavors, \$5,000. S. C. Seltzer, 291 Broadway, New York.



Montreal

MONTREAL, Que., October 15.—The summer holiday season is at an end once more and the general feeling of the perfumery and allied trades is that it has been a good season. Business at the holiday resorts has been good, and the retailers in the cities have benefited by a record tourist rush. In Montreal itself, this tourist traffic was somewhat light at the opening of the season, but it became heavier as the season wore on, until at the latter end it was at maximum. Quebec city and the other cities and larger towns all reported record crowds of tourists from the start of the season. And where the tourists are, the trade prospers.

New companies incorporated under Provincial charter in Montreal during the last month include Perfumes, Ltd., capitalized at \$20,000, authorized by their charter to import and deal in perfumes, lotions, etc. In the record of non-corporate firms registered at the Superior Court of Montreal as opening for business soon, is the Hochelage Chemical Co., operated by Joseph Haselton.

New financing for Canadian Industrial Alcohol Co., Ltd., is announced at an early date. It will take the form of an issue of debentures, to be available to existing stockholders on favorable terms, on a "one for one" basis.

It is generally expected that this company will make some concession to shareholders on dividend this year. Earnings have been on a high scale all year, and the balance sheet position is strong.

Hon. Henry Miles, of Leeming, Miles, Inc., was president at a banquet recently given in Point Fortune, Que., in honor of Lawrence Wilson, M. P. Leading figures in the Quebec and Federal governments were present.

What was formerly Dawes Brewery, at Lachine, Que., is in process of transformation into an alcohol distillery, the property having been acquired by National Distilleries, Ltd. The plant, when transformed, will produce both industrial and potable alcohols.

Camille Maynard, Adalbert Charbonnier, Gustave Bourgeois, Louis Duhamel, G. Brodeur, R. Gauvin, C. E. Decary, Rosario Venne, G. Farley, F. Briere, B. Lajeunesse, P. Dupras, A. Goyette and Harry Bellman were admitted to the practice of pharmacy in Quebec, at the examinations of Laval University, with the degree of Licentiate in Pharmacy, last month. W. Labovitch, D. Blaustein and Sam Bagan were admitted assistant pharmacists.

Distillers Corporation, Ltd., acquired 3¼ acres of land on Lafleur avenue, Lasalle, Que., for \$3,697.10.

Toronto

TORONTO, October 15.—Dr. D. M. Marvin, economist of the Royal Bank of Canada, addressed the annual National Business Conference at Babson Park, Boston, Mass., last month on the subject of the tariff relations between Canada and the United States, pointing out that the trade between the two countries is larger than between any other two countries in the world. The Dominion is slightly larger than the United States in size, though much smaller in population. Canada's field crops this year he valued at over one billion of dollars.

Somewhat in the nature of a return visit was the address of one of the Babson men before one of the Toronto business clubs a week or so ago. At that gathering the Babson authority said that Canada was heading for a great trade during the remainder of 1927, judging this from his tour of the Dominion. Canada to a great extent follows much the trend of trade in the United States, though six months may go by before any appreciable effect is felt in Canada.

As bearing out these statements, the revenue and trade statistics recently issued at Ottawa show Canada to be in a prosperous condition. The total trade for the first five months of the present fiscal year—from April 1—showing an increase of \$33,000,000 over the corresponding period of last year, in spite of the reductions made recently in income and sales taxes. In that period, too, the Dominion has reduced its net debt another \$70,000,000.

Immigrants are entering Canada at the rate of 3,000 a week. Since the beginning of the present fiscal year, April 1, more than 47,000 newcomers have entered the Dominion from Europe.

The Government's crop report for the past month is much higher than the estimate for August. The total money value of the crops is placed at \$1,075,800,000.

R. R. Corson, president of Rolph R. Corson, Ltd., met with an accident early in October when the automobile which he was driving was struck by another car. Mr. Corson was thrown out, receiving a broken shoulder and several minor injuries. Mr. Corson, we are pleased to state, is on the road to recovery and expects to be back at his desk early next month.

To carry on the work that up to the time of his death had been entrusted to the late Sir William Glyn-Jones, a committee of five has been appointed to assist the president of the P. A. T. A. This committee is made up of C. W. Tinling, president, National Drug and Chemical Co., Montreal; Leo G. Ryan, president, Wingate Chemical Co., Mont-

(Continued on Page 470)

Perfumes and Soaps at Toronto Exhibition

TORONTO, October 5.—The Canadian National Exhibition, which yearly holds a fifteen-day fair in Toronto, has closed its gates after the most successful year in its existence. This year, in keeping with the spirit of the national birthday, the C. N. E. called the exhibition "Confederation Year Exhibition." It opened on Saturday, August 27, and closed last Saturday, September 10. It was attended by two million people from all parts of Canada and the United States.

Among the important exhibits displayed at the C. N. E. were those devoted to soaps and perfumes. In all, nearly three dozen companies made exhibits of their varied lines, some in elaborate setting, others emphasizing the commercial element. Those showing in the Manufacturers' Building were among the finest displays of any goods shown at the Exhibition. Special mention should be made in this connection of the displays made by Richard Hudnut, Corson, Melba, Soaps & Perfumes, Ltd., and Colgate. Most of the others made very fine showings. And some of the smaller booths made exceptional displays.

Richard Hudnut, Ltd., had an outstanding display in a central figure, set in the background, showing a modernized Mme. Du Barry walking out of the doorway of the Palace of Versailles. On either side were two panels showing garden representations, with small wax figures of ladies dressed in pastel tones of moiré silk and wearing large picture hats. These ladies were gathering sweetheart roses, and in the rear of one panel was a realistic greenhouse at the back of the garden.

The booth display was the creation of Jules J. Brodeur, who came up specially from the New York office. He was assisted by Harry Wills, also of the New York office. The whole display was under the management of P. T. Andrews, Toronto, Canadian sales manager.

The Marion Co., Toronto, had a booth decorated in gray and blue. This company makes all the family of toiletries—some 58 in all—and these were displayed in showcases, nicely set off on gold mats. The featured lines were creme Marion, brilliantine, Marion toilet water, and various perfumes, with Black Rose probably leading.

The Corson Co., Toronto, emphasized in their display their "Blossom-Time" line of perfumes, and in keeping with the name their booth resembled a garden in blossom-time. The background was a large mirror, hiding behind natural foliage and flowers; and around the booth itself were large blue drapes trimmed with gold bullion.

The Lundborg Co., of New York and Toronto, had three display and sales stands. One was at the entrance to the Women's Building, one in the Industrial Building, and one in the Grand Stand, where samples of "Narcissus" and "California Poppy" perfumes were distributed.

The Vinolia Co., Toronto, made a very fine display of their line of soaps and toiletries. The central background was occupied with a painted picture of an English garden set into a recess, and a small platform to the front held wax figures of an English gallant of the early 18th century and of ladies in early Victorian dress, the whole making a strikingly lifelike and original conception.

Soaps & Perfumes, Ltd., Toronto, played up their "Many-flowers" line of soaps, perfumes and powders. The booth

was dressed to emphasize the "Manyflowers" idea, the walls being covered with flowers of many and all kinds. Little cases set in the walls looked like cottage windows filled with groupings of articles. These windows were backed with mirrors and fitted with window drapes, giving a very nice effect. The showcases were filled with samples.

Armand, Limited, St. Thomas, Ont., had a booth which was a center of attraction for the ladies. In a background of black and gold, relieved here and there with flowers, were built up pyramids and stands displaying Armand's beauty aids. These include the whole gamut of the toiletry line—powders, rouge, creams, lotions, lipsticks, bath and body powders, etc. The display cases were decorated with the company's pink and white checkered design, on which were set out samples of goods; and attendants in similar costume with blue overdress, just like the trade mark of the company, gave all necessary information to interested visitors.

Palmer's, Ltd., Montreal, in a booth of gold, white and black, confined their display to an elaborate showing of two of their principal lines—their own Ashes of Roses perfume, in many and varied sized containers; and the Gay Paree line of perfumes, face creams, face powders and compacts.

John Taylor & Co., Ltd., Toronto, gave a big booth over to an effective showing of "Infants' Delight" soap. A young lady dressed as a nurse distributed literature and miniature sample cakes of soap.

Colgate & Co., Montreal, had an effective, though not elaborate display of their toiletries. Showcases at front and several stands in the center of the booth contained samples of the large and varied Colgate line. The booth resembled pretty much a perfume shop of the highest type. At the center rear was a draped section giving a glimpse into a lady's boudoir, with dressing table on which were set out some suitable Colgate accessories.

G. H. Woods & Co., Toronto, makers of liquid soaps and sanitary products, showed their lines in neat and graceful settings. A feature of the attractiveness of the booth was a background showing in miniature a cascade falling over a precipice and throwing up foam in the shape of bubbles made from one of the firm's products. The cascade was set in a make-believe setting of woods and rocks, with bridges, railway trains and small houses to give enhancement to the picture.

Marjolet, Inc., New York, made a showing in Toronto for the first time. Under the supervision and direction of Miss Eleanor Williams from the head office this company made a very nice showing of their line of toiletries. Among the new things that struck the writer was a ladies' shaving set, which was decidedly novel, and a compact of square design, the only one of this shape seen at the Exhibition. The Marjolet booth was trimmed in black satin, relieved with bright blue, orange and red colorings in jazzy designs.

Jacobin, Toronto, perfumes and toiletries, had two booths, tastily arranged, some 58 different lines being shown. The company branched out from a local house two years ago and already have a business connection extending from coast to coast.

F. E. Hunter, Toronto, a new firm building up for nearly two years, showed for the first time their Nordica line of perfumes, powders, cremes, hair tonic, bath salts, hair-curling fluids and brilliantine.

The John R. Cressy Co., Toronto, had three booths in various buildings, each booth being different from the others. One of the booths was decorated with lilacs on a black background featuring the company's "Lilacs du Nuit".

Tre-Jur perfumes had a prominent place in the International Building. The full line of Tre-Jur productions were on display and samples distributed during the progress of the fair.

Procter & Gamble, Cincinnati and Hamilton, Ont., in a booth with a painted background of colored soap bubbles, had pyramids of their "Ivory," "Chipso," "White Naphtha" and "Gold" soaps.

Isdale & McCallum, Paisley, Scotland, in a very "Scottish" booth, decorated with clan tartan cloth and with attendants in Scotch costume, displayed their "A-1" soap flakes for laces and woollens; "Boracic Oatmeal Soap" for the complexion, and "Heather Bloom" toilet soap.

Pugsley, Dingman & Co., Toronto, had as a central piece a cabinet of silver—premiums given with their soap wrappers—and surrounded by stacks of "Comfort" and "Pearl" soaps and packages of "Handy Dry Powdered Ammonia," products of their factory.

Lever Bros., Toronto, centralized attention on a silver faucet hanging in the air and not connected, and giving a

continuous flow of water. Tastefully arranged groupings were made of their "Lux," "Lifebuoy" and "Sunlight" soaps.

The Harris Abbatoir, Toronto, made an elaborate display for the first time of their "Flexo" soap flake, for use in laundry and for washing silks, woollens, etc.

The Andrew Jergens Co., of Perth, Ont., and Cincinnati, made effective display of their Jergens and Woodbury soaps and the various other Jergens productions.

Parfumerie Melba of Canada made a choice display of their goods. Set in a booth of royal purple, touched up with gold, this company made their display look like a tastefully arranged window setting.

D. W. Gibbs, Ltd., London, England, for whom *Geo. Borgfeldt, Toronto*, are agents, in their "Gibbs Dentrifice" booth, made to represent an ivory castle (meaning the teeth), made a small but special showing of the company's Rose-Geranum toilet soap for the bath.

McLarty, Ltd., Toronto, in two booths in separate buildings, made effective showings of their productions in perfumes, soaps, etc. One booth was decorated in orange and black, giving a bold setting to the goods on display, while in the other the setting was mauve and silver.

Yardley & Co., Ltd., London, Eng., with Canadian offices in Toronto, made a feature of their new perfume—"Jessamin o' Devon." In little "Bond Street" cases (so called because of the location of their English offices) this company put up samples of perfume and face powder. Their "Lavender Series" sets were also much sought after.



SOME OF THE PERFUME AND SOAP BOOTHS AT CANADIAN EXPOSITION

1. YARDLEY & CO., LTD. 2. SOAPS, PERFUMES, LTD. 3. ARMAND, LTD. 4. RICHARD HUDNUT. 5. THE ANDREW JERGENS CO.

Canadian Trade Notes

(Continued from Page 467)

real; J. Charbonneau, wholesale druggist, Montreal; and two retail pharmacists, Ed. Vadboncoeur and G. T. La-pointe.

P. Chaley, of Givaudan-Delawanna, Inc., New York City, has just finished a Canadian visit during which he made his headquarters with Stuart Bros. Co., Ltd., of Montreal.

This company has been sole Canadian agent for L. Givaudan & Co., of Geneva, Switzerland, for several years. It carries complete stock of the products manufactured by both the Swiss and the American firms. It is a very well known Canadian firm, founded 40 years ago, and in addition to headquarters in Montreal maintains branches at Winnipeg, Vancouver and Toronto.

The accompanying photograph shows a portion of the staff of Stuart Bros. Co., Ltd. It was taken during Mr.



P. CHALEYER, R. TAYLOR, ALBERT STUART, R. DARLEY, STEWART BRUCE AND H. W. WELLS

Chaley's visit. Mr. Taylor is chemist and factory manager, Mr. Stuart is one of the owners, Mr. Darley is chief accountant, Mr. Bruce is salesman and Mr. Wells is office and sales manager.

Since the passing of Sir William Glyn-Jones the name of W. F. O'Connor, K.C., has been mentioned as his successor. Mr. O'Connor will be remembered as the man who went after the profiteers, in and out of the Government, following the close of the World War.

At a meeting of the American Pharmaceutical Association it was decided to unite in joint session with the Canadian Pharmaceutical Association in Toronto in 1932.

During the past month Toronto was visited by Herbert Skinner, Ph.C., president of the Pharmaceutical Society of Great Britain, and Thos. Marns, a member of the council of that society. They sailed for home from Boston on September 28 per the *Cedric*.

J. H. Andrews, manager of the perfume and toilet articles department of Lyman's, Ltd., Montreal, has been on a visit to New York City.

J. E. Ganong, former president of Lever Brothers, and now president of the Canadian Soap Manufacturers' Association, has been appointed by the Dominion Government a member of the Toronto Harbor Commission.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 81 Fulton St., New York City.

TRADE-MARKS REGISTERED IN CANADA

Label printed with a background of black and white heavy zig-zag lines upon which is superposed a black oval in which the word: "Karpol" appears in white letters, polishes, cleaners and detergents. Reckitts (Oversea) Ltd., Montreal, Que.

"Au Revois," perfumes. J. & E. Atkinson, Ltd., London, Eng.

"Dentalactic," tooth preparations. G. Tamblin, Ltd., Toronto, Ont.

"Selectone," hair dye. William Thomas Pember, Toronto, Ont.

"Bingo," cleansing compositions. Donald B. Warner, Vancouver, B. C.

"Innovation," toilet preparation. Innovation Specialties Co. Inc., Chicago, Ill.

"Dalcrose," perfumery and toilet preparations for the teeth and hair, and soaps. The Dubarry Perfumery Co., Ltd., Goldstone Laboratories, Hove Park Villas, Hove, Sussex, Eng.

"Ever-Dry," toilet preparations. Elizabeth Darrow Lennox, Los Angeles, Calif.

"Castle," cleaners and detergents. Edward Hawes & Co., Ltd., Toronto, Ont.

"Convent Garden Toilet Soap," soap, perfume or other toilet preparations. Soaps-Perfumes Ltd., Toronto, Ont.

"Pyrozide," dentifrice. The Dentrinol & Pyrozide Co. Inc., New York, N. Y.

"Forvil," soaps and perfumes. La Societe Anonyme Les Dentrifrices du Docteur Pierre, 4 rue Decquet, Nanterre, Seine, France.

PATENTS GRANTED IN CANADA

273,619.—Polishing Compound. Henry J. Nunan, Jr., Ardmore, Pa.

273,771.—Detergent. George C. Bryson, Montreal, Que.

273,794.—Dentifrice. Winford P. Larson, Minneapolis, Minn.

273,798.—Cosmetic Device. Paul Mayer, Vienna, Austria.

274,184.—Soap. Herbert William Docker Schou, Palsgaard, Juelsminde, Denmark.

274,272.—Dehydration of Alcohol. The U. S. Industrial Alcohol Co., a West Virginia Corporation, New York City, assignee of The Societe Anonyme des Distilleries des Deux-Sevres, Melle, assignee of Eloi Ricard, Melle, Deux-Sevres, both in France.

Canadian Trade Continues to Mount

The grand total of Canadian trade for the first four months of the present fiscal year, April, May, June and July, was \$738,786,974. This is nearly \$20,000,000 more than the total for the corresponding period of the previous fiscal year.

Imports during the four-month period totaled \$361,097,120 and exports of domestic merchandise were valued at \$732,194,049.

The largest single item in domestic merchandise exported was agricultural and vegetable products, which amounted to \$148,378,014. Exports of wood, wood products and paper amounted to \$91,970,006.

TRADE MARKS

 Bianche 202,905	 SOMA 202,901	 Mistral 249,117	 Slattery 232,301	 34 234,487 234,490	 HELENA 239,477
 Vanline's MILK BASE FACE POWDER M 233,131	 ALLAMANDA M 233,148	 Super Narcisse 246,115	 JARVAISE 249,796	 EXALTONE 242,606	 CEDAROME 242,605
 Le Menuet 242,798	 Lightfoot's M 233,697	 Dolores M 233,147	 Throdento 251,929	 Hair-Pep 249,806	 OHKAN 247,814
 LE DANDY 236,641	 Delettrez 246,983+246,984	 PANACIDE 251,980	 Twilight 251,974	 O-PER 250,171	 GLOSTYLE 249,420
 "JEUNESSE VIVANTE" 249,236	 LUCKY DOG 247,891	 VOLUNTEER 252,150	 EN AMOUR 252,092	 Rose-to-le 250,662	 PRESHUS 250,730
 RAVANEL FRERES 250,138	 VAPON 252,726	 PETROX 250,707	 Jardin d'Or 252,323	 Prep 249,881	 Gold Crest 252,919
 PLA/TO 251,923	 LE DEBUT 252,963+252,964	 REBECCA'S 253,247	 KLEEN-O-PORE 252,901	 Miracol 252,245	 BREEZE 253,189
 CARBOLIC MOUTH WASH 252,200	 THINC 253,117	 SNOWFLAKE 252,293	 VEG-A-TONE 253,645	 GPA 252,258	 SNOWDRIFT 252,294
 ODETTE 253,107	 PILGRIM 253,187	 Plaisir d'Orient 252,322	 PENETROL 253,105	 Le Pirro 252,838	 "MAGNOLYS" 253,478
 PILGRIM 253,187	 ODORA 253,567	 SANTORO 253,392	 NORD OIL 253,655	 "MAGNOLYS" 253,478	 "MAGNOLYS" 253,478

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of Howard S. Neiman, consulting editor on patents and trade-marks. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT

Perfumer Publishing Co., 89 Fulton St., New York City.

Note—Dates given in Trade-Mark Registrations are those from which use of the mark is claimed.

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905)

202,901.—Soma Products Co., Los Angeles, Calif., assignor to Frederick G. Mathison, Los Angeles, Calif. (May 1, 1923.)—Toilet articles and bath salts.

222,903.—Wilfred Laboratories, Inc., New York, N. Y. (October, 1921.)—Toilet preparations.

224,554.—Dr. Eicken & Co., G. m. b. H., Cologne, Germany. (1820.)—Eau de Cologne.

229,117.—Paul Peter Mulhens, doing business as Eau de Cologne & Parfumerie-Fabrik "Glockengasse No. 4711" gegenüber der Pferdepost von Ferd. Vulhens, Cologne-on-the-Rhine, Germany. (June, 1920.)—Eau de cologne-water, perfumery, hair tonics, shampoo, pomade, brilliantine, cold cream, vanishing cream, etc.

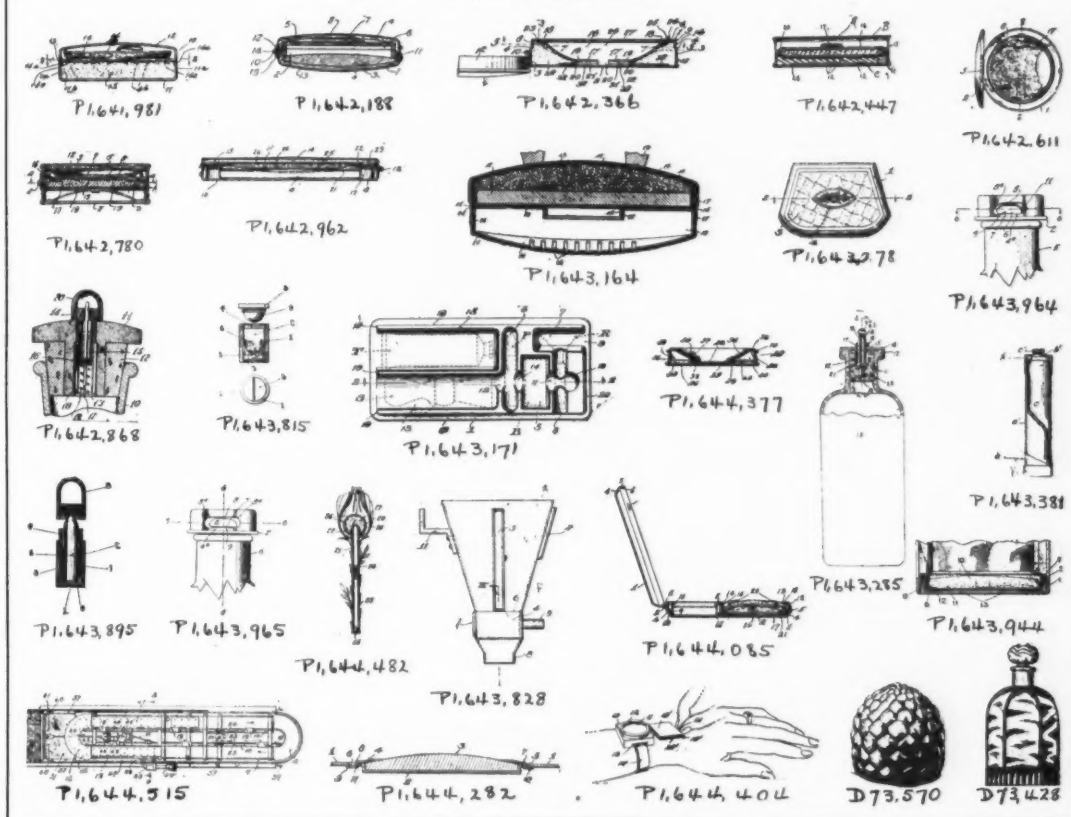
232,301, 232,302.—Anna Wachtel, Geb. Syberz, doing business as Anna Nebelsiek, Brunswick, Germany. (March 31, 1926.)—Toilet preparations.

233,388.—Fred W. Porter, doing business as Tampa Veterinary Laboratory, Tampa, Fla. (1912.)—Deodorant, Sanitized Pine Tar.

236,260.—Alvin J. Emig, doing business as Emig-Kara Laboratories, Detroit, Mich. (July 1, 1926.)—Face packs.

- 236,489, 236,490.—Iodent Chemical Co., Detroit, Mich. (Aug. 1, 1926.)—Tooth paste.
- 236,641.—D'Orsay Perfumeries Corp., New York, N. Y. (Aug. 1, 1926.)—Perfumes and toilet preparations.
- 237,607.—Leigh Chemist, Inc., New York, N. Y. (Aug. 2, 1926.)—Lotions for the skin.
- 240,115.—The William A. Webster Co., Memphis, Tenn. (Sept. 1, 1925.)—Toilet preparations.
- 242,104.—Paul Peter Mulhens, doing business as Die Eau de Cologne & Parfumerie-Fabrik, "Glockengasse No. 4711" gegenüber der Pferdepost von Ferd. Mulhens, Cologne-on-the-Rhine, Germany. (March, 1926.)—Soaps including toilet soaps, and shaving sticks.
- 242,108.—Paul Peter Mulhens, doing business as Die Eau de Cologne & Parfumerie-Fabrik "Glockengasse No. 4711" gegenüber der Pferdepost von Ferd. Mulhens, Cologne-on-the-Rhine, Germany. (March, 1926.)—Toilet preparations and perfumery.
- 242,605, 242,606.—M. Naef & Co., Geneva, Switzerland. (1926.)—Artificial and synthetic perfumes and essential oils.
- 242,798.—Raquel, Incorporated, New York, N. Y. (Oct. 11, 1926.)—Perfumes and toilet preparations.
- 244,813.—Herbert Boone, New York, N. Y. (February, 1923.)—Hairdressing compound.
- 247,814.—Leo S. Osman, Washington, D. C. (April 11, 1927.)—Hairdressing.
- 247,891.—Benjamin M. Daniels, doing business as Imperial Products Co., St. Paul, Minn. (Jan. 15, 1927.)—Preparation for the treatment of dandruff and hair tonic.
- 248,157.—Clark's Products, Inc., Binghamton, N. Y. (Jan. 21, 1927.)—Face creams.
- 248,583.—Irving McEwen, Omaha, Nebr. (March 1, 1927.)—Toilet preparations.
- 248,615.—Barclay & Co., New York, N. Y. (April 27, 1927.)—Soap.
- 248,883.—Delettretz of France, Inc., New York, N. Y. (May 3, 1927.)—Laundry soaps, toilet soaps, shaving cream soaps, shaving soaps, etc.
- 248,884.—Delettretz of France, Inc., New York, N. Y. (May 3, 1927.)—Toilet preparations.
- 249,236.—Parfumerie St. Denis, New York, N. Y. (Aug. 1926.)—Perfumes and Toilet preparations.
- 249,420.—Hyman Huebschman, doing business as Ritz Perfume Co., Brooklyn, N. Y. (Sept. 1, 1923.)—Hairdressing and hair tonic, both for hair and scalp cleansers and tonics.
- 249,465.—Curvfit Sales Corp., New York, N. Y. (March 16, 1927.)—Shaving creams in the nature of soap creams to be used before shaving.
- 249,796.—Jarvaise Perfumer, Inc., Minneapolis, Minn. (February, 1922.)—Perfumes, toilet waters, toilet creams, etc.
- 249,806.—Otto Karl Quast, doing business as The Nix-Lix Mfg. Co., Spokane, Wash. (Feb. 24, 1927.)—Hair tonic.
- 249,881.—Mark W. Allen & Co., Detroit, Mich. (May 6, 1927.)—Toilet preparations.
- 250,138.—Charles A. Rahayel, doing business as Rahayel Freres, Brooklyn, N. Y. (July 14, 1901.)—Perfumes, toilet waters, cosmetics.
- 250,171.—Robert W. Frischkorn, doing business as Robert Walter Co., Detroit, Mich. (June 1, 1927.)—Deodorant.
- 250,213.—Sarah Walton, doing business as Won Sue Fun Co., San Francisco, Calif. (March 20, 1923.)—Face creams.
- 250,422.—Samuel Skotnik, doing business as Peerless Silver Co., Brooklyn, N. Y. (Jan. 1, 1920.)—Compacts.
- 250,699.—Lesquendieu, Inc., New York, N. Y. (Oct. 14, 1926.)—Eyelash Support for Toilet Purposes.
- 250,707.—H. S. Peterson & Co., Chicago, Ill. (May 16, 1927.)—Toilet preparations.
- 250,862.—Rose-Lo-Le, Inc., New York, N. Y. (March 19, 1927.)—Perfumes and cosmetics.
- 250,930.—Irving McEwen, Omaha, Nebr. (June 1, 1927.)—Liquid soap, toilet soap, skin soap, bath soap, and baby soap.
- 251,180.—The Dubarry Perfumery Co., Ltd., Hove, Eng. (July 28, 1916.)—Preparation for whitening and softening the hands, cuticle solvent, cuticle cream, nail polishing cream, etc.
- 251,892.—The Dent Medicine Co., Newburgh and New York, N. Y.; Chicago, Ill.; and Toronto, Can. (May 1, 1895.)—Shampoo and toilet powder for dogs.
- 251,923.—Maurice Masquillier, Paris, France. (August, 1926.)—Face and talcum powder, toilet waters, face and skin lotion, toilet cream, rouge, and lip stick.
- 251,929.—The Pyrodocto Co., Baltimore, Md. (Oct. 1, 1905.)—Tooth paste and a liquid antiseptic.
- 251,974.—Irving McEwen, Omaha, Nebr. (May 10, 1927.)—Toilet preparations.
- 251,980.—Panacide Holding Co., Inc., Birmingham, Ala. (June 10, 1927.)—Dentifrices, hair tonics, face lotions, etc.
- 252,009.—Hans A. Bode, doing business as Royal Hawaiian Laboratories, Honolulu, Territory of Hawaii. (March 21, 1927.)—Toilet creams, beautifying lotion, perfumes, hair tonics, and shampoo.
- 252,092.—Diny, Inc., New York, N. Y. (July 11, 1927.)—Perfumes and toilet preparations, depilatories and deodorants.
- 252,150.—L. A. Frye & Son, Brush Creek, Tenn. (April 1, 1927.)—Soap and soap powders.
- 252,158.—La Salle Products, Inc., St. Paul, Minn. (March, 1927.)—Perfume.
- 252,178.—Irvin S. Zeluff, New York, N. Y. (Oct. 1, 1926.)—Perfume and toilet preparations.
- 252,200.—Graves & Meade & Baker Co., New York, N. Y. (Under 10-year proviso, Jan. 1, 1867.)—Mouth wash.
- 252,245.—William F. Lawrenz, Long Beach, Calif. (April 28, 1927.)—Dentifrice.
- 252,255.—Association of American Soap & Glycerine Producers, Inc., doing business as Glycerine Producers Association, New York, N. Y. (June 30, 1927.)—Glycerin Antifreeze solution for automobile radiators.
- 252,293.—Union Talc Company of Gouverneur, New York, N. Y. (1907.)—Talc for use in soap.
- 252,294.—Union Talc Company of Gouverneur, New York, N. Y. (June 20, 1927.)—Talc for use in soap.
- 252,316.—Noah T. Counts, Cocoa, Fla. (May 2, 1927.)—Medicinal preparations for the treatment of skin diseases.
- 252,319.—William F. Denney, doing business as Denney & Denney, Philadelphia, Pa. (May 27, 1927.)—Toilet preparations.
- 252,322, 252,323.—Frederick Stearns & Co., Detroit, Mich. (June, 1927.)—Perfume, toilet water and face powder.
- 252,457.—Inkerman Bailey, New York, N. Y. (June 1, 1927.)—Preparation for removing shine from the skin, and particularly the nose.
- 252,461.—Brillo Mfg. Co., Brooklyn, N. Y. (Aug. 15, 1924.)—Soaps.
- 252,492.—Fred D. Adams, Waterloo, Ia. (June 1, 1927.)—Cleansing cream and theatrical cold cream.
- 252,669.—The Wilco Co., Philadelphia, Pa. (July 12, 1927.)—Hair tonic.
- 252,680.—Cadolle Freres (Societe a Responsabilite Limitee), Paris, France. (Feb. 18, 1927.)—Perfumes, toilet water, face powder, talcum powder, face creams, rouge, etc.
- 252,726.—Petroleum Derivatives Co., Montclair, N. J. (July 26, 1927.)—Preparation for the hair and scalp.
- 252,838.—William Handler, East Cleveland, Ohio. (July 19, 1927.)—Face powder and cleansing cream.
- 252,902.—Frances Glatzer, New York, N. Y. (May 1, 1927.)—Liquid cold cream remover applied as a wash astringent.
- 252,919.—Tulsa Coffee Co., Tulsa, Okla. (July 15, 1927.)—Flavoring extracts for foods.
- 252,963.—Richard Hudnut, New York, N. Y. (June 25, 1927.)—Toilet preparations.
- 252,964.—Richard Hudnut, New York, N. Y. (July 25, 1927.)—Soap.
- 253,090.—Gilmont Products Corp., New York, N. Y. (May 9, 1927.)—Soaps in liquid, cake, stick, cream and/or powder form.
- 253,105.—The Odell Co., Inc., Newark, N. J. (June 15, 1927.)—Hair tonic.
- 253,107.—Parfumerie Odette, Inc., New York, N. Y. (June 21, 1927.)—Perfumes.
- 253,108.—Parfumerie Odette, Inc., New York, N. Y. (June 21, 1927.)—Perfumes.
- 253,110.—Piloprophyl Co., Ltd., Okmulgee, Okla. (July 1, 1926.)—Scalp prophylactic.
- 253,117.—Thurston-Helme, Inc., New York, N. Y. (July 21, 1927.)—Toilet preparations.
- 253,157.—Manhattan Wholesale Grocery Co., Providence, R. I. (June 25, 1925.)—Flavoring extracts for food purposes.

PATENTS



253,189.—Harry Hyman, New York, N. Y. (January, 1927.)—Mouth wash in capsules.

253,221.—Amorskin Corp., New York, N. Y. (May, 1927.)—Face cream.

253,262.—David Badner, doing business as Parfumerie Davette, Baltimore, Md. (Feb. 19, 1926.)—Toilet preparations.

253,267.—Rebecca Carpenter, Philadelphia, Pa. (Aug. 4, 1925.)—Hair preparations.

253,392.—Julius Schmid, Inc., New York, N. Y. (Aug. 1, 1927.)—Toilet preparations.

253,478.—M. Naef & Co., Geneva, Switzerland. (Feb. 2, 1926.)—Artificial and synthetical perfumes and essential oils for the production of perfumes.

253,567.—Irving Blechman, doing business as Odora Co., New York, N. Y. (Aug. 1, 1927.)—Deodorants.

253,655.—Norda Essential Oil & Chemical Co., Inc., New York, N. Y. (Oct. 15, 1924.)—Toilet preparations, essential aromatic oils suitable for perfuming purposes, aromatic chemicals suitable for perfuming purposes, and aromatic tinctures suitable for perfuming purposes.

253,665.—Joseph Runci, doing business as Joseph Runci & Sons Co., Roxbury, Mass. (May 23, 1927.)—Hair tonic.

TRADE-MARK REGISTRATIONS GRANTED (Act of Feb. 20, 1905)

These Registrations are not Subject to Opposition

M233,131.—A. A. Vantine & Co., Inc., New York, N. Y. (Serial No. 252,295. July, 1926.)—Face powder.

M233,140.—Edward J. Fay, New York, N. Y. (Serial No. 252,896. June 1, 1925.)—Perfumes and toilet preparations.

M233,147.—Lucille Dollee, Cleveland, Ohio. (Serial No. 245,142. November, 1925.)—Face powder, cleansing cream,

astringent, hand lotion, eye wash, rouge and lip sticks.

M233,148.—Arden Chemical Co., New York, N. Y. (Serial No. 244,648. January, 1926.)—Soap.

M233,477.—Spooner, Inc., New York, N. Y. (Serial No. 252,918. Jan. 1, 1920.)—Toilet preparations.

M233,697.—Lightfoot Schultz Co., Hoboken, N. J. (Serial No. 240,421. June 29, 1922.)—Toilet preparations.

PATENTS GRANTED

1,641,981. Vanity Case. Charles Lionel Marcus, New York, N. Y. Filed Dec. 12, 1924. Serial No. 755,387. 10 Claims. (Cl. 132—82.)

1. In a container of the character described, the combination of a casing having a compartment for retaining a powdered cosmetic, and a top partition member having a threaded engagement with the upstanding side wall of the compartment and adapted to confine the cosmetic therein, said member having depressed lips to provide restricted passages for feeding the cosmetic to the outer surface of said member on movement thereof with respect to said compartment and for preventing accidental spilling of the cosmetic from the compartment.

1,642,188. Cosmetic Case. James Leslie Younghusband, Chicago, Ill. Filed March 9, 1927. Serial No. 173,800. 7 Claims. (Cl. 132—83.)

4. A cosmetic container comprising a pair of casing sections, metal straps engaged diametrically across the outer faces of said casing sections, a hinge for connecting said straps at one side of the container, latch means on said straps for connecting the same at the opposite side of the container, wire rings for holding said straps in place on said container sections, a cosmetic compact and a mirror engaged in said container, and ring members for holding said cosmetic compact and mirror in place.

1,642,366. Receptacle. Frederick Goertz, Maplewood, N. J., assignor to August Goertz & Co., Inc., a Corporation of New Jersey. Filed Oct. 8, 1925. Serial No. 61,209. 19 Claims. (Cl. 132-83.)

1. A receptacle comprising a body adapted to receive a powder, a retaining element within said body, said retaining element having a depressed centrally open portion forming a powder-delivery opening, said retaining element being further provided with depending lugs adjacent said opening, said lugs engaging with the base of the body and providing intermediate spaces for delivery of the powder to said opening, and agitator means freely movable in the bottom of said body between its sides and said lugs.

1,642,447. Adjustable Powder Dispenser. Alfred J. Krank, St. Paul, Minn. Filed Nov. 21, 1925. Serial No. 70,502. 6 Claims. (Cl. 132-83.)

1. An adjustable powder dispenser including a compact formed with upper and lower portions, one portion of which forms a powder compartment, a rotatable dispensing member adapted to fit frictionally within said powder compartment including cutting points and openings associated therewith to dispense powder therethrough, and lever operating means extending across said dispensing member.

1,642,611. Compact Holder and Ejector for Vanity Cases. William G. Kendall, Newark, N. J. Filed Dec. 22, 1926. Serial No. 156,479. 5 Claims. (Cl. 132-82.)

4. A compact holder and ejector for vanity cases comprising a substantially L-shaped ring adapted to be fitted into the body of a vanity case, said ring being formed with a plurality of pressed out members for holding a compact in said body, said ring having an opening therein, and an ejector having a looped portion pivotally mounted within the ring and a pair of arms extending from the looped portion through the opening, one of said arms being normally positioned beneath said compact and the other at a point above the compact.

1,642,780. Vanity Case. Lessing L. Kole and Eugene Loeffler, Milwaukee, Wis. Filed Oct. 27, 1925. Serial No. 65,184. 12 Claims. (Cl. 132-83.)

1. The combination of a vanity case having a perforated top, a perforated plate slidably mounted beneath the top, and adapted to force powder through the perforations in the top, a cover member hingedly mounted on the case, and means pivotally connecting the perforated slidable plate to the cover member.

1,642,789. Process for Manufacturing a True Maple Flavoring Product. John W. Sale and John B. Wilson, Washington, D. C., assignors to the Government and the People of the United States of America. Filed April 1, 1927. Serial No. 180,329. 1 Claim. (Cl. 99-11.) (Granted under the act of March 3, 1883. 22 Stat. L., 625.)

A process for the manufacture of a highly concentrated true maple flavoring product comprising the adjustment of a maple product to a density of about 28 deg. B, heating the same, removing substantially all of the sugar present therein by precipitation, and finally concentrating.

1,642,868. Container. Philip C. P. Booty, Chicago, Ill., assignor of one-half to Michael T. Daley, Chicago, Ill. Filed Jan. 31, 1927. Serial No. 164,749. 11 Claims. (Cl. 221-14.)

1. A closure member for the opening into a container, comprising a substantially cylindrical coil mounted in said opening and having a plurality of plies in alignment with each other longitudinally of the coil serving by contact with each other along the coil to close said opening, and means for spreading said plies slightly out of operative contact with each other.

1,642,962. Vanity Box. Anker S. Lyhne, Bridgeport, Conn. Filed Dec. 10, 1924. Serial No. 754,986. 10 Claims. (Cl. 132-83.)

1. In a vanity box, hinged cover and body sections, and an insert for one of said sections comprising a cupped powder container provided with a laterally projecting flange about its upper periphery, and a cover for closing the same having a depression to fit tightly into the top of the cupped member and having a laterally extending flange to rest on the flange of the cupped member, the center portion of the cover being flexible and resilient and provided with openings for passage of powder.

1,643,164. Nail Buffer. Harold MacDougall, Maplewood, N. J. Filed Nov. 11, 1926. Serial No. 147,775. 5 Claims. (Cl. 132-78.)

1. A magazine buffer and applicator including a buffer section, a magazine applicator section and a covering element having a handle adapted to selectively cover one of the sections when the other is being used.

1,643,171. Shaving Compact. Wilbur L. Orme, Cambridge, Ohio. Filed Feb. 15, 1927. Serial No. 168,340. 6 Claims. (Cl. 132-80.)

1. In a shaving compact, a base formed with longitudinal depressions to receive a tube of cream, and a brush, said depressions opening at their outer ends through an end of the base, an inner, an outer and a central transverse depression in the opposite end of the base to receive a styptic pencil, a package of blades and a safety razor, respectively, a pair of longitudinal channels in the base intersecting each of the transverse channels whereby to form a pair of fingers receiving pockets on each side of each of the transverse depressions, the inner ends of the pair of transverse channels being common to the central transverse depression, said base further having a channel leading from the inner transverse channel into one of the longitudinal depressions, and a cover for the base having a knob formed with an axial ventilating opening extending through the knob and cover.

1,643,276. Purified Rosin and Process of Producing the Same. William Burns Logan, De Quincy, La., assignor to Acme Products Company, Inc., New Orleans, La., a Corporation of Louisiana. Filed April 21, 1926. Serial No. 103,652. 8 Claims. (Cl. 203-4.)

6. In the treatment of wood rosin, to render the same more suitable as a substitute for gum rosin, the herein described process which comprises heating the same to a temperature between approximately 300 and 325 deg. C., until the "nigre" contained therein is rendered soluble in the solvents of rosin.

1,643,278. Vanity Case and the Like. Frank M. Wojciechowski, North Attleboro, Mass., assignor to Marathon Company, Attleboro, Mass. Filed Jan. 29, 1927. Serial No. 164,460. 6 Claims. (Cl. 41-34.)

5. In a case, a side-forming plate having a depressed panel receiving part, a panel in the depressed part, and a central ornament superimposed on the panel and secured thereto.

1,643,285. Stopper and Sprinkler Cap for Bottles and the Like. George E. Davis, Des Moines, Iowa, assignor of forty-nine per cent to William Orem, Chicago, Ill. Filed May 10, 1926. Serial No. 107,971. 5 Claims. (Cl. 215-74.)

1. In combination with a neck of a bottle, a stopper and sprinkler cap comprising a member mounted in the neck having a central opening, a stem in the neck of the bottle having a part adapted to be received in said opening for closing it, a cap covering the upper edge of the bottle and spaced from the opening in said member, said stem extending through said cap, a guide element formed on said stem adapted to travel between said member and said cap when raised and lowered, said stem having a passageway formed therein above the part adapted to be received in said opening whereby the contents may be discharged through said cap when said last part is not received in said opening.

1,643,381. Container for Collapsible Tubes. Isaac T. Kahn, Cleveland, Ohio. Filed Aug. 9, 1926. Serial No. 128,276. 3 Claims. (Cl. 221-60.)

1. In a device of the class described, the combination with a protective casing having an opening for accommodating the neck of a collapsible tube and a longitudinal opening approximately the length of the tube, of means comprising a flexible closure member secured at its upper end to the casing and substantially coextensive with said longitudinal opening and the length of an inserted tube for applying graduated pressure evenly to the tube as initially applied to said flexible member and gradually completing its collapse.

1,643,618.—Dentifrice Compound. Walther Bruck, Breslau, Germany. Filed June 28, 1926. Serial No. 119,201, and in Germany March 29, 1924. 7 Claims. (Cl. 167-9.)

1. As a dental compound, a composition of matter, comprising a mixture of hydroxy aromatic sulpho-compounds with mechanical tooth cleaning agents.

7. A dentifrice, comprising a mixture of soap with an abrasive and alkali-salts of phenol sulphonic acids.

1,643,804. Process of Manufacturing Vanillin. Richard H. Bots, Syracuse, N. Y. Filed Jan. 25, 1926. Serial No. 83,728. 13 Claims. (Cl. 260—137.)

1. The process of oxidizing a carbon compound having a benzene nucleus with a lateral chain $\text{CH}=\text{CH}-\text{CH}_3$ to produce the corresponding aldehydes, which consists in treating said compound with nitro-benzol.

1,643,805. Process of Manufacturing Vanillin. Richard H. Bots, Syracuse, N. Y. Filed May 25, 1926. Serial No. 111,640. 19 Claims. (Cl. 260—137.)

1. The process of oxidizing a carbon compound having a benzene nucleus with a lateral chain $-\text{CH}=\text{CH}-\text{CH}_3$ to produce the corresponding aldehyde, which consists in treating said compound with nitro-benzol.

1,643,815. Box for Salve or Cream. Joseph Lesquendieu, Paris, France, assignor to J. Lesquendieu, Inc., New York, N. Y., a Corporation of New York. Filed Jan. 4, 1927. Serial No. 158,966, and in France June 16, 1926. 3 Claims. (Cl. 132—82.)

3. A box of the character described comprising a tubular member screw threaded at both ends, a plug screwed into one end of said tubular member, a cup adapted to contain salve, cream or the like formed integral with said plug, and a stopper adapted to be screwed into the other end of the tubular member, a spherical projection formed on said stopper, and a layer of pliant leather fitted over said projection, said plug having a diametrical groove for facilitating its turning in the screw thread.

1,643,828. Soap-Measuring Device. James P. Young, Pittsburgh, Pa. Filed Feb. 1, 1926. Serial No. 85,100. 1 Claim. (Cl. 221—106.)

A device for dispensing granular soap to laundry machines, comprising a hopper having downwardly converging walls, a transparent member fitted into the wall of the hopper for permitting observation of the contents, a circular shell member fitted to the lower end of the hopper and having upper and lower openings therethrough, a delivery spout leading from the circular shell member and adapted to deliver soap passing therethrough to the laundry machine, a hollow cylindrical member mounted in the said shell having both ends closed and a single longitudinal opening therein, a transparent member fitted into one end of the inner cylindrical member, a handle attached to the other end of the inner cylindrical member, the said shell surrounding the opposite segmental portions of the cylindrical member, the opening in the inner cylindrical member being of substantially the same size as the openings from the hopper into the shell and from the said shell into the delivery spout.

1,643,895.—Box for Salve or Cream. Joseph Lesquendieu, Paris, France, assignor to J. Lesquendieu, Inc., New York, N. Y., a Corporation of New York. Filed Jan. 4, 1927. Serial No. 158,967, and in France Aug. 18, 1926. 2 Claims. (Cl. 206—56.)

1. A box of the character described comprising a tubular member having an internal screw thread at one end extending a substantial distance therein and a short external thread at the other end, a screw cap adapted to be screwed on the external thread of said tubular member, and a short carrier plug screwing into the internal thread of said tubular member and capable of being completely housed within said tubular member, said plug at its inner end having a stick of salve fitted therein and having its outer end formed as a plane surface perpendicular to the vertical axis of the box, whereby said box may be placed upright irrespective of the position of the plug, and a kerf provided on the plane surface of the plug for facilitating rotation thereof to advance and retract the plug and stick of salve carried thereby.

1,643,944. Vanity Box. Clarence P. Cook, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Jan. 13, 1927. Serial No. 160,845. 2 Claims. (Cl. 132—82.)

1. In a vanity case, the combination of a body and a cover therefor, a compact holding fitment in the body, holding projections on the fitment below which the edge of the compact engages, when in place in the fitment, and an aperture in the bottom of the box below the compact through

which a tool may be inserted from without the box to force the compact past the projections.

1,643,964. Bottle Cap or Closure. Jacob Stiriss, New York, N. Y., assignor to The Larvex Corporation, Brooklyn, N. Y., a Corporation of New York. Filed Nov. 26, 1926. Serial No. 150,720. 10 Claims. (Cl. 215—44.)

1. A closure embodying a metal shell formed with a skirt; segmental portions of which are alternately of different diameters, the larger of which is sufficiently great to embrace the lugs of a cooperating receptacle, and the smaller of which is of a size to closely fit the receptacle directly beneath said lugs, and the segmental portions of the smaller diameter being provided, in spaced relation to the lower edge of the skirt, with circumferentially disposed slots, at least one end of each of which extends into the adjacent segmental portion of the larger diameter.

1,643,965. Bottle Cap or Closure. Jacob Stiriss, New York, N. Y., assignor to The Larvex Corporation, Brooklyn, N. Y., a Corporation of New York. Filed Nov. 26, 1926. Serial No. 150,721. 7 Claims. (Cl. 215—44.)

1. A closure embodying a metal shell formed with a skirt, segmental portions of which are alternately of different diameters, the larger of which is sufficiently great to embrace the lugs of a cooperating receptacle and the smaller of which is of a size to closely fit the receptacle directly beneath the lugs, and the segmental portions of the smaller diameter being provided in spaced relation to the lower edge of the skirt with circumferentially disposed slots at least one end of each of which extends into an adjacent segmental portion of the larger diameter and terminates in a yielding abutment normally spaced from the axis of the closure, a distance less than the overall radius of said lugs, whereby it is necessary to flex said abutments to pass the lug from the larger to the smaller segmental portions of the skirt and vice versa.

1,644,085. Combined Refill and Puff Holder. Philip A. Reutter, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Feb. 17, 1925. Serial No. 9,765. 3 Claims. (Cl. 132—82.)

1. A combined compact holder and puff holder comprising a base, a pair of spaced projections for holding a compact, and a pair of puff holders integral with the base and arranged between the compact holders.

1,644,267. Alcohol, Alcohol-Containing Mixtures, and Similar Liquids. Walter Ostwald, Bochum, Germany, assignor to Benzol-Verband Gesellschaft mit beschränkter Haftung, Bochum, Germany. Filed Dec. 10, 1925. Serial No. 74,616, and in Germany Sept. 4, 1925. 8 Claims. (Cl. 44—9.)

1. The method of counteracting the corrosive action of alcohol, alcohol containing fuels and mixtures containing not more than 10 per cent of water which comprises adding to such liquids a benzoic acid salt of a base having an alkaline re-action.

1,644,282. Compact Holder. Louis E. Sadler, Attleboro, Mass., assignor to The F. H. Sadler Company, Attleboro, Mass. Filed Feb. 11, 1927. Serial No. 167,428. 5 Claims. (Cl. 132—82.)

2. In a compact holder, a plate having a compact receiving depression and having a pair of diametrically opposed openings located beyond the depression, and a rim engageable with the compact and having a pair of fingers extending through the openings and engaged with the under face of the plate, one of the fingers being capable of being snapped into and out of its opening.

1,644,377. Powder Container. Jacob Heilbron, Providence, R. I., assignor, by mesne assignments, to Ida Goldring, Providence, R. I. Filed June 9, 1925. Serial No. 35,938. 29 Claims. (Cl. 132—83.)

1. In a powder container, the combination of a body member having a rigid dispensing surface thereon adapted to be contacted by a powder puff in the dispensing operation and a cover member therefor having an opening therein over said dispensing surface, said members being shaped to form a powder compartment between them exterior of said opening and being adjustable relative to each other to regulate the amount of powder fed to said dispensing surface between said opening and body member.

1,644,404. Vanity Case. George O. Squier, Washington, D. C. Filed May 14, 1927. Serial No. 191,324. 5 Claims. (Cl. 132-83.)

• 5. A vanity case comprising a receptacle having a mirror mounted upon its upper face and means for permitting its attachment to the wrist of a wearer, said receptacle being open along one of its sides, and means comprising an upwardly directed flange integral with the bottom of the receptacle and extending into the space defined by its open side for retaining a cosmetic compact in position therein, a powder applicator slidably mounted within said receptacle through the opening in its side, said applicator comprising a plate having oppositely directed flanges at its outer edge, a grip member affixed to said flanges for facilitating manipulation of the applicator, and powder-retaining material affixed to both surfaces of said plate for engagement with the powder compact when the applicator is in position within the receptacle.

1,644,482. Perfume Dispenser. Paul Frederick William Muller, Hoboken, N. J. Filed Apr. 3, 1926. Serial No. 99,449. 1 Claim. (Cl. 41-14.)

An artificial flower having a skeleton, comprising a glass bulb with a perforated surface, and adapted to be screwed onto a tube, said tube having its upper end closed, with a perforated surface, a lower tube connected to said upper tube and having a narrowed projection inserted into same, a stopper inserted at the bottom of said lower tube, an absorbent substance to be placed in said glass bulb for retaining perfume when inserted in same through the lower tube, and suitable material attached to said skeleton to form an artificial flower, substantially as shown and described.

1,644,515. Bottle-washing Machine. John R. Dostal, Milwaukee, Wis., assignor to Dostal & Lowey Hydro Company, Inc., Milwaukee, Wis., a Corporation of Wisconsin. Filed Oct. 13, 1923. Serial No. 668,352. 7 Claims. (Cl. 198-135.)

1. In a bottle washing machine, the combination of a closed track, a conveyor for holding bottles adapted to travel upon said track, a pinion having an oscillatory crank rigid therewith, a pair of racks meshing with said pinion, means for operatively intermittently connecting said racks with said conveyor, a worm driven rotary crank, and a pitman connecting said cranks.

1,644,546. Process for the manufacture of *d. l.*-Nerolidol. Leopold Ruzicka, Zurich, Switzerland, assignor to M. Naef & Co., Geneva, Switzerland, a Corporation of Switzerland. Filed Mar. 19, 1924. Serial No. 700,439, and in Switzerland Mar. 22, 1923. 2 Claims. (Cl. 260-153.)

2. The herein described product consisting of *d. l.*-nerolidol, the same being a colourless liquid boiling at 145 degrees centigrade under 12 millimeters, having a density at 19 degrees centigrade with regard to that of water at 4 degrees centigrade: $d_4^{19}=0.875$, an index of refraction at 19 degrees centigrade for line

$$D: n_D^{19}=1.4801;$$

having a faint odour of flowers, and, for the purpose of identification, convertible by chromic acid into farnesal whose semi-carbazone melts at 133 degrees centigrade.

DESIGNS PATENTED

73,428. Bottle. Georges Dunaine, Paris, France, assignor to Cheramy, Inc., New York, N. Y., a Corporation of New York. Filed June 1, 1927. Serial No. 22,267. Term of patent 7 years.

73,570. Powder Box. Georges Huret, Paris, France, assignor to Societe Anonyme Jean Patou, Paris, France. Filed May 23, 1927. Serial No. 22,131. Term of patent 3½ years.

Foreign Trade Mark Applications

Division of Commercial Laws, Department of Commerce, Washington, D. C., reports the following applications for trade marks and can give further information:

In Mexico: Co-Co, for soaps of all classes.

In Cuba: Olo-Palm, for toilet soaps, shampoos, shaving cream, powder, etc.; Suprema, for toilet preparations; Vigor-lash, for cosmetics, pomades, etc.

The Chemical Industries Exposition

(Continued from Page 437)

tray dryer for small capacities or for laboratory work. A new construction tray truck dryer with new heavy insulation was also shown. Advice on problems involving drying was given to visitors by the representatives of the company, C. F. Schwartz, 3rd, and E. B. Ayres, Jr.

T. Shriver & Co.—A soft rubber filter press featured the display of this company, plats and lining being of flexible rubber. Other presses and a display of apparatus manufactured by the company completed the booth. Those in charge were R. E. Perry, John Clark and Dr. F. M. Turner.

F. J. Stokes Machine Co.—A new chisel-point lipstick mold made of aluminum was one of the interesting displays in this company's exhibit. An electrically heated air drying closet, water stills, and a tube and jar filling machine were other features. A tablet machine in actual operation and a laboratory vacuum dryer were also shown. Lawrence H. Bailey and Charles F. Coleman greeted visitors at the booth.

Spring Stopper Co.—A stereopticon device showed the product of this company in use on many familiar preparations. In addition, sample bottles in attractive arrangement gave an idea of the widespread use of the stopper. C. F. McKenly, Charles L. Bristol and Miss Hazel Engles were in charge of the display.

Exhibitors at the Candy Show

Among the most striking exhibits at the First National Candy and Ice Cream Show in Grand Central Palace, New York City, during the week ending October 15, were those of the American Can Co., New York City, and the Read Machinery Co., York, Pa.

The booth of the American Can Co. was arranged in the form of a Byzantine Arch made up entirely with lithographed containers. The arch was set in the rear of the booth and on each side comfortable settees were provided for the steady stream of visitors who came to greet the representatives of the company. On each side and in the center of the arch some of the finest examples of art lithography on metal were displayed. Representatives of the company were Edmund Hoffman, Jr., C. S. Stephens, G. W. Langton, E. W. Mansfield, R. M. De Mott, G. W. Meier, G. D. Snyder, and R. F. Van Deusen.

The booth of the Read Machinery Co. presented a scene of activity at all times as four machines were in constant operation. The machines shown were the Type D mixer with candy equipment; the Three Speed Master Mixer which is one of the largest of this type made; the Double Arm Reversing Mixer; and the Mixenette. Thus it was shown that mixers with capacities of from 10 to 140 gallons, operating in the vertical planetary motion, may be had in standard Read equipment. Representatives of the company were Roland Read, F. P. Erkenbrach, L. C. Elliott, Jr., Ralph Lackenbill, Henry Reiman, Louis Meresca and C. F. King.

Italy Reduces Perfumery Sales Tax

The Italian sales tax on perfumeries has been reduced from 3 per cent ad valorem to one per cent, according to a cable received in the Department of Commerce from Commercial Attache H. C. MacLean, at Rome.

Retail Druggists Meet in Kansas City

The twenty-ninth annual convention of the National Association of Retail Druggists was held in Kansas City, Mo., September 19 to 23. The attendance was large and resolutions were passed on numerous trade matters. Fair trade legislation was urged and a trade menace was seen in the increasing multiplicity of new drug stores. A resolution was passed deprecating ten cent packages of toilet preparations, etc., and manufacturers were urged to make 25 cents the minimum retail price. Samuel C. Davis, the retiring president, made an interesting address, reviewing trade matters.

Carl Weeks, of the Armand Co., Des Moines, delivered an interesting address on the subject: "An Intimate Discussion of Present Conditions." He received an ovation.

Among the numerous exhibitors were the following: Armand Co., Des Moines; Armstrong Cork Co., Pittsburgh; Colgate & Co., Jersey City; Illinois Glass Co., Alton Ill.; Kolyos Co., New Haven; Norwich Pharmacal Co., Norwich, N. Y.; Owens Bottle Co., Toledo; Park & Tilford, New York; Pepsodent Co., Chicago; Pinaud, Inc., New York; Plough Chemical Co., Memphis; E. R. Squibb & Sons, New York; Van Ess Laboratories, Chicago; Western Co., Chicago; Wildroot Co., Buffalo; J. B. Williams Co., Glastonbury, Conn.

The following officers were elected for 1927-28:

President, W. A. Oren, Indianapolis, first vice-president, Denny Brann, Des Moines; second vice-president, Thomas Roach, Oklahoma City; third vice-president, Wm. M. Federmann, Kansas City, Mo.; secretary, Samuel C. Henry, Chicago; treasurer, Charles Ehlers, Cincinnati.

Executive Committee, (three years) F. R. Peterson, Portland, Ore.; John A. Goode, Asheville, N. C.; (two years) James F. Finneran, Boston; Frank T. Stone, Washington, D. C.; (one year) Julius H. Riemenschneider, Chicago; Ambrose Hunsberger, Philadelphia.

Hexalin Soap Classified in Coal Tar Tariff Group

The United States Customs Court, first division, has held a product containing by analysis 62 per cent of anhydrous soap, 17 per cent of water, 19 per cent of hexalin and 2 per cent of tetralin to be dutiable at 7 cents per pound and 40 per cent ad valorem on the value appropriate to paragraph 27 of the tariff act of 1922. The product, on entry, was described as a solution of soap coaltar products. It was classified as dutiable under paragraph 27. Gallagher & Ascher, Chicago, in protest 133349-G/72458, claimed it to be dutiable as soap at 15 per cent ad valorem under paragraph 82.

In overruling the protest, the court said that the evidence clearly showed that the merchandise is a soap, but found from the weight of opposing testimony as to whether it was a medicinal soap, that it was not.

National Manufacturers Draft Platform Planks

Flood control, reduction of corporation taxes and the elimination of Government competition with private enterprise are some of the planks in the platform that will be drafted by the National Association of Manufacturers at its three-day annual meeting in Chattanooga, Tenn., beginning Oct. 25. When completed the planks will be submitted to the Democratic and Republican parties with the recommendation that they incorporate them in their national platforms.

Glass Container Association at Pittsburgh

The Glass Container Association, which has adopted the system of having four meetings a year of its membership, will hold the autumn convention in the Fort Pitt Hotel, Pittsburgh, October 27 and 28. One of the subjects to be considered will be the aggressive merchandising campaign of the association in the Pittsburgh district to increase the sales of glass-packed goods of all kinds. This campaign began October 10 and will continue for four weeks, according to announcement.

It has been found that a careful analysis of the Pittsburgh market revealed that the community has a buying power of three to one for its population and that it is one of the most influential centers, market-wise, in the United States. Frank Ferguson, president; I. R. Stewart, I. G. Jennings and other leaders of the Glass Container Association, all declare that every channel for developing the market for glass-packed products will be thoroughly exploited and that this will yield a direct dollars and cents return to every packer and dealer who co-operates.

Paris Industrial Chemistry Congress

The Seventh Congress of Industrial Chemistry is being held at Paris, October 16 to 22. The Congress is particularly interesting this year on account of its connection with the celebration of the centenary of Marcelin Berthelot, and is being attended by delegations of chemists from all parts of the world. One of those in attendance at the Congress is Col. Marston T. Bogert, professor of organic chemistry at Columbia University and contributing editor to this journal, who represents the American Congress of Industrial Chemistry at this event. Several interesting excursions to industrial plants in the vicinity of Paris have been arranged, including the following of interest to our industry: Etablissements Houbigant, Etablissements Piver, and Etablissements Coty.

For New York University's Centennial

Plans are in active progress for a memorable observance of the centennial anniversary of New York University which will be celebrated with appropriate ceremonies in 1931. The chairman of the Centennial Fund Committee is Percy S. Straus, vice-president of R. H. Macy & Co., and it is proposed to raise a fund of large dimensions to increase the endowments and general usefulness of the university as one of the features of the celebration.

At a recent luncheon given by Mr. Straus to some of the leading publishers of business journals it was decided to create a Business Publications Advisory Committee. M. C. Robbins, president of the Robbins Publications, 9 East 38th street, New York, was appointed chairman of this committee, the membership of which is composed of representatives of some twenty trade papers, including the Editor of this journal.

Credit Men Appoint S. I. Miller

Stephen I. Miller, national educational director of the American Bankers' Association and of the American Institute of Banking, has been chosen by the board of directors, meeting at Chicago, to succeed J. Harry Tregoe as executive manager of the National Association of Credit Men. Mr. Tregoe will remain with the association in an advisory capacity.

Grasse Report for October

From Our Own Correspondent

GRASSE, October 7.—General conditions in the flower fields have been excellent since our last report. The weather has been fine up until the last ten days when rain and cooler weather have interfered somewhat with production. Following are detailed reports on some of the important items:

Orange

In some parts of the country exposed to the south, the orange trees have flowered, as they do every year, during the month of October as long as no premature cold is experienced. This autumn flower has been distilled and it certainly will not be equal to that of the month of May; nevertheless the neroli obtained is excellent and can perhaps be compared with that of the month of May from the organoleptic point of view. Only the perfume is weaker.

Transactions in neroli have not been very great. Violent disputes have come up between perfumers and the Co-operative association and the purchasers have been advised that the prices of neroli had become prohibitive and that it was to their own interest not to buy in order in this way to bring about a drop in the prices. This is a maneuver which does no one any good as the normal procedure would be for growers and perfumers to co-operate. There was a difference of nearly 25% between those of the free flowers and those of the Co-operative. The latter held firm and the perfumers confined themselves largely to the free flowers in their purchases.

The latter are now making an attempt to reach consumers direct, and their efforts will be watched with interest.

Rose

The business in rose products, as in all other products, is not brilliant. The market is very quiet for essential oils and for natural flower perfumes. Still some business is being done but it can be stated that business is difficult.

Jasmin

The harvest, which was earlier this year than last on account of the great heat experienced up to September 10, is now being slowed down on account of the rain and the cold weather which has prevailed for about ten days. The harvest will probably be below what has been estimated because further severe heat is unlikely, so that gathering should be finished about October 10 or 15. Reductions in floral absolutes have been made by leading firms amounting to from 20% to 30% as compared with prices of last year. It is considered unlikely, however, that prices will decline much further because only small stocks were left over from last year.

Tuberose

The harvest of tuberose has ended. It was deficient.

Lavender

The calmness prevailing in business has affected the lavender oil market. A few purchases made after the distilling, but transactions have slowed down considerably so that the distillers are disturbed and pressed by the necessity of making sales in order to be able to pay for the flowers and to cover their general expenses. On this account they

have accepted the prices which were offered to them by speculators. This has brought about a considerable decline.

It is clearly felt that there is no great demand for lavender oil or at least the purchasers have been encouraged not to make any purchases in order to bring down prices. The present rates, in accordance with the statements of the distillers, are below cost and we cannot expect lower prices than those prevailing at present. As a matter of fact, these prices are five times higher than those prevailing before the war and therefore they are not at all exorbitant and the actual consumers of lavender oils may make their purchases with all confidence in the present rates which will probably not drop further. Distillers who have not yet sold their oils have sufficient capital to wait until next year and if the price does not go up, they are going to refrain from distilling. Labor is very expensive for the gathering of lavender in the mountains, as this is not an agreeable and easy kind of work. Those attending to this work want to receive twice as much as regular day laborers and as the latter make on an average of 35 francs per day, the gatherers of lavender demand 75. As they can hardly cut 100 kilos per day and as there are required nearly 200 kilos for one kilo of oil, it clearly appears that the present prices are not exorbitant. Especially if there are added to the cost price the fuel, the wages of the personnel in the distilling plant, the large taxes on the turnover of business, the profits of the distiller, etc.

The consumers of lavender will be forced to choose between two things. Either they will drop oil of lavender, or they will pay the actual price. Present prices are not excessive.

Aspic

The harvest is deficient. There is little stock left from last year. Prices are very stable.

Geranium

The market for geranium oil is as quiet as that in other essential oils. Prices have been stable for a month and a new decline has not been possible.

Peppermint

The old large stocks which remained from last year have been enlarged by the oil of the last distillation. A considerable drop has taken place without bringing about any large transactions. The production of peppermint, encouraged by the prices of 1925, has been increased to such an extent that the world consumption has not been able to absorb the supply and there is now a superabundance. One can only form an opinion with difficulty as to what will happen in connection with peppermint oil.

Rosemary

This oil is quite in demand. No large stocks are left because the last distillation was greatly reduced.

Worth Twice Its Cost

(K. A. Long, Toilet Preparations, Graham, Texas)

I would not be without THE AMERICAN PERFUMER for twice the cost.



Bulgaria

ROSE OIL EXPORTS.—According to the official Bulgarian statistics, exports of rose oil during March, 1927 amounted to 135 kilos, valued at 10,314,183 levas, consigned to the following countries: Great Britain, 32 kilos; Germany, 42 kilos; Italy, two kilos; United States, 33 kilos; France, 24 kilos; Czechoslovakia, one kilo; U. S. S. R., one kilo. During the first three months of the present year 215 kilos were exported, valued at 16,465,027 levas.

Haiti

TARIFF SCHEDULE MODIFIED.—The President of Haiti has approved a law whereby several important modifications are made in the Haitian tariff schedule of July 26, 1926. The new law substantially reduces the present duties collected on a wide range of imports; the duties on a limited number of articles are slightly increased, and additions are made in the tariff schedule for certain articles which were not previously classified therein. In addition, the principle of minimum alternative ad valorem duties is extended to apply to many commodities which have heretofore been taxed at specific rates only. The new law became operative on August 11.

Among the changes is a reduction on powdered soaps and a new classification on fuller's earth and saccharine.

Italy

PRODUCTION OF ESSENTIAL OILS IN MESSINA.—The production of essential oils of lemon, sweet orange, bergamot, and mandarin which in 1925 amounted to 2,165,000 Sicilian pounds (of 12 ounces) is estimated at 3,115,000 pounds for 1926. The quantities manufactured of the various kinds of oil in 1925 and believed to have been produced in 1926 are shown in the following table:

	1925 Pounds	1926 Pounds
Lemon oil	1,500,000	2,300,000
Bergamot oil	400,000	500,000
Sweet orange oil	250,000	300,000
Mandarine oil	15,000	15,000
Total	2,165,000	3,115,000

Japan

CHANGE IN JAPANESE MENTHOL INDUSTRY.—An important recent event in the Japanese menthol trade was the failure of Suzuki & Co. of Kobe. This firm had at times controlled about half the trade in Japanese menthol crystals and peppermint oil and was an important factor in the market. Several weeks after the company announced its inability to meet its liabilities, it became known that its peppermint business would be transacted by a new firm, to be known as Suzuki Hakka Goshi Kaisha, with offices at 32 Akashimachi, Kobe.

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The Markets

Essential Oils, Aromatic Chemicals, Etc.

Numerous price changes, few of which have been of any very great moment coupled with a rather slow but very steady revival in business, have featured the month in the market for essential oils. Dealers have reported a tendency to order more frequently and while the size of the individual inquiries has still left something to be desired, the aggregate of business is considerably better than it was a month ago. The slump of the summer was more severe than is usual. The recovery has been rather slow. Business is still somewhat below the levels of last year. But on the whole, the position is a very encouraging one and the tendency toward a more optimistic tone is apparent.

Flower oils have been in better demand since the general price levels of these materials have come into better relation with the selling prices of finished products. Importers believe that their sales of most of these products will be above those of last year. They are especially enthusiastic about prospects for jasmin products. Lavender is cheaper. Neroli of high quality is still quite expensive and there are indications that the volume of quality merchandise in the market is none too great.

Seed and spice oils have shown a generally declining tendency on account of the easier markets which prevail on the raw materials in most instances. With very few exceptions, prices on all of them have declined quite sharply. It would not be surprising to see them decline still further although improvement in demand at the recent lower prices may alter this situation.

Citrus oils have been irregular. Import prices are now generally lower than they were a month ago. However, the local market for lemon in particular is still quite firm owing to a temporary scarcity of spot goods. This is likely to be overcome by early shipments. Consumption of the group as a whole is not up to the levels anticipated earlier in the season. Orange has suffered somewhat in price on this account.

The domestic group has moved steadily downward with the exception of wormwood, production of which has been very light. Peppermint, spearmint, erigeron and to some extent wormseed, have all been offered at slight declines without, however, attracting any great amount of business and hence the market is still rather weak. Heavy production of peppermint plus last year's carry-over has weakened the fundamental situation and spearmint and erigeron have followed it down. Wormseed, which early in the season was reported short, now seems to have been produced in normal quantity and prices are easier.

Miscellaneous oils have been fairly steady. Sandalwood is quite sharply lower. Almond oils are in better supply, particularly sweet and peach kernel. Bois de rose is irregu-

(Continued on Page 482)

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb....	\$3.30@	\$3.55	Guaiac (Wood).....	3.50@	4.00	Thuja	1.50@
S. P. A.....	3.60@	3.95	Hemlock	1.10@		Thyme, red.....	1.30@
Sweet True.....	82½@		Hops, oz.....	16.00@		White	1.25@
Apricot, kernel.....	.60@	.65	Horsement	4.25@		Valerian	11.00@
Amber, crude.....	.45@		Hyssop	24.00@		Verbena	3.75@ 7.00
rectified65@	.90	Juniper Berries, rectified.	3.00@		Vetivert, Bourbon.....	8.50@ 9.00
Ambrette, oz.....	50.00@		Juniper Wood.....	.60@	.62	Java	18.00@
Amyris balsamifera.....	2.80@	3.00	Laurel	5.00@		East Indian.....	27.50@
Angelica Root.....	22.00@	28.00	Lavender, English.....	32.00@		Wine, heavy.....	1.75@
seed	37.00@	42.00	U. S. P. "IX".....	3.75@	5.00	Wintergreen, Southern...	4.50@
Anise, tech.....	.62½@	.65	Garden55@		Penn. and Conn.....	8.00@ 9.50
Lead free, U. S. P.....	.64@	.68	Lemon, Italian	2.45@	2.75	Wormseed	4.50@ 4.60
Aspic (spike) Spanish...	1.25@		Calif.	2.30@		Wormwood	8.75@
French	1.50@		Lemongrass	1.05@		Ylang-Ylang, Manila....	26.00@ 32.00
Bay, Porto Rico.....	2.10@		rectified	1.45@		Bourbon	12.00@ 15.00
West Indies.....	2.10@		Limes, distilled.....	7.50@	8.00		
Balsam Tolu.....	7.00@		expressed	10.75@	12.00		
Balsam Peru.....	8.00@		Linaloe	2.45@			
Basil	35.00@		Lovage	16.00@			
Bergamot, 35-36 per cent	6.50@	7.50	Mace, distilled.....	1.90@			
Birch, sweet N. C.....	1.90@	2.15	Mandarin	9.50@			
Penn. and Conn.....	3.50@		Marjoram	6.25@			
Birchtar, crude.....	.14@		Melissa	5.00@			
Birchtar, rectified.....	.50@	.65	Mirbane15@			
Bois de Rose, Femelle...	2.20@	2.60	Mustard, genuine.....	10.00@	12.00		
Cade, U. S. P.....	.30@	.35	artificial	2.20@	2.35		
Cajeput, Native.....	.90@		Myrrh	12.50@			
Calamus	4.25@	4.50	Myrtle	4.00@			
Camphor, "white".....	.15@	.17	Neroli, Bigarade, pure...	140.00@	175.00		
sassafrassy20@	.22	Petale, extra.....	165.00@	200.00		
Cananga, Java native....	4.25@		Niaouli	2.50@			
rectified	4.80@	5.25	Nutmeg	1.90@			
Caraway Seed, rectified.	1.75@		Olibanum	6.50@			
Cardamon, Ceylon.....	35.00@	37.00	Orange, bitter.....	3.15@	3.30		
Cascarilla	64.00@	70.00	sweet, W. Indian.....	2.80@			
Cassia, 80/85 per cent.	1.80@	2.00	Italian	2.90@	3.25		
rectified, U. S. P.....	2.15@		Calif. exp.....	3.15@	3.25		
Cedar Leaf	1.10@		dist.	2.50@			
Cedar Wood.....	.35@	.40	Origanum, imitation....	.35@			
Cedrat	4.00@		Orris Root, concrete, do-				
Celery	8.00@		mestic (oz.)	4.00@	4.50		
Chamomile, oz.....	3.50@	5.00	foreign (oz.)	4.50@	5.00		
Cherry laurel.....	12.00@		Orris Root, absolute (oz.)	45.00@	70.00		
Cinnamon, Ceylon.....	12.00@	15.00	Orris liquid.....	18.00@			
Cinnamon leaf.....	1.50@		Parsley	7.00@			
Citronella, Ceylon.....	.37@	.42	Patchouli	9.00@	10.00		
Java47@	.52	Pennyroyal, American...	2.55@			
Cloves, Bourbon.....	2.10@		French	1.95@			
Zanzibar	1.65@	1.75	Pepper, black.....	6.50@			
Cognac	22.00@		Peppermint, natural....	3.15@	3.30		
Copaiba	1.00@		redistilled	3.60@	4.00		
Coriander	7.00@	7.25	Petitgrain, So. Amer....	1.85@			
Croton	1.10@	1.35	French	15.00@			
Cubebs	4.00@		Pimento	3.75@			
Cumin	7.75@		Pine cones.....	3.75@			
Curacao peels.....	5.25@		Pine needle, Siberia....	1.00@			
Curcuma	3.00@		Pinus Sylvestris.....	2.00@			
Cypress	5.15@		Pumilionis	2.75@			
Dillseed	4.50@	6.50	Rhodium, imitation....	2.25@	5.00		
Elemi	1.65@		Rose, Bulgaria..... (oz.)	10.50@	15.00		
Erigeron	3.50@		Rosemary, French65@			
Estragon	39.00@		Spanish45@			
Eucalyptus, Aus. "U.S.P."	.62½@	.67½	Rue	3.60@			
Fennel, Sweet.....	.92@		Sage	3.00@			
Galbanum	26.00@		Sage, Clary.....	24.00@	26.00		
Galangal	25.00@		Sandalwood, East India.	7.75@			
Geranium, Rose, Algerian	3.30@		Sassafras, natural.....	1.00@	1.25		
Bourbon	3.30@		artificial30@	1.10		
Spanish	16.00@		Savin, French.....	2.25@			
Turkish (Palma rosa)...	3.00@		Snake Root.....	13.50@			
Ginger	5.25@	6.00	Spearmint	3.75@			
Gingergrass	3.00@		Spruce	1.10@			
			Styrax	12.00@			
			Tansy	5.00@			

TERPENELESS OILS

Bay	6.00@	
Bergamot	18.00@	20.00
Clove	3.00@	
Geranium	9.25@	
Lavender	14.50@	
Lemon	18.00@	
Lime, Ex.....	65.00@	
Orange, sweet.....	95.00@	110.00
bitter	100.00@	
Petitgrain	6.00@	
Rosemary	1.75@	
Sage, Clary.....	45.00@	
Vetivert, Java.....	35.00@	
Ylang-Ylang	22.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P. VIII.	5.00@	
U. S. P. IX.....	5.00@	
Ginger, U. S. P. VIII...	4.60@	
alcoholic	3.00@	
Cubeb	4.25@	
Malefern	2.65@	
Oak Moss	15.00@	15.50
Olibanum	3.25@	
Orris	6.00@	15.00
Patchouli	18.00@	
Pepper, Black.....	4.50@	
Sandalwood	16.60@	
Vanilla	8.50@	15.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%.....	2.00@	
Acetophenone	3.60@	4.00
Acetyl Iso-eugenol	9.00@	
Aldehyde C 8.....	40.00@	
C 9	50.00@	
C 10	30.00@	
C 11	35.00@	
C 12	45.00@	
C 14	35.00@	
C 16	25.00@	40.00
Amyl Acetate.....	1.00@	
Amyl Butyrate.....	1.80@	
Amyl Cinnamate.....	2.35@	
Amyl Formate.....	1.75@	2.00
Amyl Phenyl Acet.....	5.00@	
Amyl Salicylate, dom....	1.45@	
foreign	1.65@	
Amyl Valerate	3.00@	3.50
Anethol	1.40@	
Anisic Aldehyde, dom...	3.40@	
foreign	3.75@	

Benzaldehyde, U. S. P.	1.30@		Nonyl Acetate	48.00@		Rhubarb Root, Shensi.	Nominal	
F. F. C.	1.55@	1.90	Nonyl Alcohol	40.00@	52.00	High Dried50@	.60
Benzylidenacetone	3.25@	4.25	Octyl Acetate	32.00@		Powdered55@	.75
Benzophenone	5.50@		Octyl Alcohol	32.00@		Rice Starch12@	.15
Benzyl Acetate, dom.	1.15@		Paracresol Methyl Ether	7.00@	8.00	Rose leaves, red	2.00@	
foreign	1.35@	1.45	Paracresol Acetate	5.75@		pale50@	
Benzyl Alcohol	1.20@	1.60	Phenylacetaldehyde 50%	6.00@	8.00	Rose water, gal.	1.25@	
Benzyl Benzoate	1.30@	1.50	imported	6.00@	8.00	Sandalwood chips45@	.50
Benzyl Butyrate	5.50@	6.25	100%	9.50@	10.50	Saponin	1.45@	
Benzyl Cinnamate	9.00@	9.50	Phenylacetic Acid	3.40@	4.00	Styrax47½@	2.20
Benzyl Formate	3.60@		Phenylethyl Acetate	10.00@	15.00	Falc, domestic (ton)	18.00@	33.00
Benzyl Iso-eugenol	30.00@		Phenylethyl Butyrate	16.00@	20.00	French (ton)	40.00@	45.00
Benzyl Propionate	3.75@	5.00	Phenylethyl Formate	18.00@		Italian (ton)	50.00@	65.00
Benzyl Succinate	5.50@		Phenylethyl Propionate	18.00@		Vetivert root30@	
Borneol	2.75@	3.50	Phenylethyl Valerate	20.00@		Zinc Stearate26@	.30
Bornyl Acetate	4.00@	4.15	Phenylethyl Alcohol, do-	4.75@	5.50			
Bromstyrol	4.75@		mestic	5.25@	6.00			
Carvene50@		imported	16.00@				
Carvol	5.00@	5.25	Phenylpropyl Alcohol	12.00@				
Cinnamic Acid	3.25@	3.50	Phenylpropyl Aldehyde	9.50@	17.00			
Cinnamic Alcohol	3.90@	4.50	Rhodinol, dom.	12.00@	17.00			
Cinnamic Aldehyde	2.80@		foreign31@	.34			
Citral C. P.	2.75@	3.00	Safrol	9.00@	10.00			
Citronellal	3.40@		Skatol, C. P. (oz.)	20.00@				
Citronellol, dom.	4.25@	5.00	Styralyl Acetate	20.00@				
foreign	5.00@	5.50	Styralyl Alcohol39@	.60			
Citronellyl Acetate	8.75@	9.25	Terpineol, C. P. dom.	50@	.60			
Coumarin, dom.	3.75@		imported	1.10@	1.25			
foreign	3.75@		Terpinyl Acetate35@				
Cuminic Aldehyde	62.00@		Thymene	2.90@				
Decyl Acetate	28.00@		Thymol	7.80@	8.15			
Decyl Alcohol	28.00@		Vanillin	7.50@	10.00			
Diethylphthalate32@	.37	Violet Ketone Alpha	7.00@	8.00			
Dimethylphthalate65@		Beta	1.50@	1.75			
Diphenylmethane	1.75@	2.45	Yara Yara					
Ethyl Acetate50@	.55						
Ethyl Benzoate	1.80@							
Ethyl Butyrate	1.80@							
Ethyl Cinnamate	3.90@							
Ethyl Formate	1.00@							
Ethyl Propionate	2.75@							
Ethyl Salicylate	2.65@							
Eucalyptol	1.10@	1.20						
Eugenol	2.90@	3.30						
foreign	2.90@	3.50						
Geraniol, dom.	2.20@	2.80						
foreign	2.75@	4.00						
Geranyl Acetate	3.55@	4.00						
Geranyl Butyrate	12.50@							
Geranyl Formate	8.00@	12.00						
Heliotropin, dom.	1.85@	2.00						
foreign	2.10@	2.35						
Hydroxycitronellal	6.00@	10.00						
Indol, C. P. (oz.)	4.00@	6.00						
Iso-borneol	2.30@							
Iso-bornyl Acetate	3.25@							
Iso-butyl Benzoate	4.00@							
Iso-butyl Salicylate	3.00@	6.00						
Iso-eugenol, dom.	4.00@							
foreign	4.50@	4.75						
Iso-safrol	1.75@							
Linalool	3.50@	5.00						
Linalyl Acetate 90%	5.75@	6.75						
Linalyl Benzoate	12.00@							
Methyl Acetophenone	3.75@							
Methyl Anthranilate	2.60@	3.00						
Methyl Benzoate	2.15@	2.25						
Methyl Cinnamate	3.90@	4.35						
Methyl Eugenol	7.25@	9.00						
Methyl Heptenone	10.00@	11.00						
Methyl Heptine Carbon	22.00@	36.00						
Methyl Iso-eugenol	9.00@	13.00						
Methyl Octine Carb.	25.00@	32.00						
Methyl Paracresol	6.75@	7.50						
Methyl Phenylacetate								
Art, Honey, Aroma	4.65@	6.00						
Methyl Salicylate42@	.50						
Musk Ambrette	6.75@	8.00						
Ketone	8.25@	9.50						
Xylene	2.60@	3.00						
Nerolin	1.50@	1.75						

SUNDRIES

TINCTURES

SOLUBLE RESINS

CERTIFIED FOOD COLORS

OIL SOLUBLE COLORS

The Markets

(Continued from Page 479)

lar with more competition than is usual in it. Geranium oils are still weak although there is talk of higher prices for import. Other items show little change save fractional shading on desirable business which is always in evidence in the market.

Synthetics and Aromatic Chemicals

The market has been somewhat more active but hardly any firmer than it was a month ago. The trading locally is still limited to rather small takings and while some fairly large inquiries, indicative of holiday business, have been received, these have not been at all numerous. Conditions in the market, however, have been quite satisfactory. There has been a tendency toward the elimination of price cutting and shading to attract business, and while competition is still keen, it is hardly of the destructive sort which was in evidence on some of the leading materials during the summer.

Considerable interest in the situation on imported articles was aroused early in the month by threatened complications arising out of the French tariff. However, the situation is now felt to be promising for continued amicable relations and trading on the usual basis between the two countries.

The fight for business in artificial musks is still going on but is not quite as violent as it was a short time ago. The sellers are more inclined to hold prices and to place competition on a basis of service rather than one of quotation. The same can be said of the competitive situation in most of the other products on the list. Eugenol is a little easier. Geraniol has been slightly steadier after a period of rather keen competitive activity. Carvol has declined. Coumarin and vanillin are steady but neither can be said to be active. Demand for violet ketones has been a little more active than it was. Other items are quiet and unchanged.

Vanilla Beans

Not much can be said in this group which would be encouraging to the seller of vanilla. Buyers apparently are to have things fairly well their own way during the next few months. Disturbed conditions in Mexico were cited by some interests early in the period as a possible reason for a stronger position but this has died down with no effect upon the situation.

Briefly the situation is as follows: There are plenty of beans here and plenty available in shipment position both in Marseilles and Vera Cruz. In addition crop reports from all growing countries are to the effect that new crops will be heavy and of unusually fine quality. There is not much encouragement for the seller in such a situation. Meanwhile demand in New York is routine with possibly a slight improvement in September and early October over the July and August levels.

Sundries

Few changes of any consequence are reported in the group as a whole. Business is a little better and there is less shading to secure desirable orders. Otherwise all is quiet. Synthetic menthol is lower. Guarana has declined. Sumatra benzoin is very scarce and much higher in price. Orris root has stiffened up slightly but the situation is far from a tight one.

Optimism

Our idea of an optimist is the man who begins a crossword puzzle with a fountain pen.—*Life*.

Foreign Correspondence

(Continued from Page 479)

The peppermint crop of 1927 is equivalent to about 450,000 pounds of menthol crystals, as compared with 675,000 pounds for the previous year, says Vice-Consul G. J. Haering, Kobe, Japan. The carry-over from 1926 production is said to have been about 250,000 pounds of menthol, as compared with a carry-over from 1925 of 150,000 pounds.

The Japanese government does not make official crop forecasts, but private surveys are made by scouts of Kobe menthol trading and producing houses who visit the peppermint-growing areas during early August, at which time it is possible to determine the acreage devoted to peppermint, and to ascertain the extent of the first two crops in the main districts.

Jamaica

ESSENTIAL OIL EXPORTS.—According to the declared export returns of the consulate at Kingston the exportation of essential oils from Jamaica to the United States during the past two years were as follows:

	1925		1926	
	Pounds	Value	Pounds	Value
Orange	82,223	\$139,198	42,159	\$74,974
Pimento	450	379	1,450	441
Lime	1,373	1,890	517	2,825

Russia

EXPORT OF ALCOHOL.—Russia intends to resume her exports of alcohol and fusel oils. In order to reduce the overhead expenses these products will be exported from plants located in Southern Russia.

Spain

NEW LYE REGULATIONS.—Spanish royal order No. 481 of 1927, regulating the manufacture, distribution, and sale of industrial lye and lye for domestic use will go into effect January 1, 1928.

Strong Market Expected for New Crop Lemon Oil

(Special Correspondence)

LONDON, October 5.—It is still somewhat early to form any very definite opinion as to the course of the new crop of lemon oil, but there is sufficient data available to yield a certain amount of guidance to users of this product. Sicilian reports state that a large portion of the 1926-27 product has now been exported, and the remainder, which will have to last until about the end of January, is estimated at as low as 350,000 lbs. Several important factors may have an influence on the prices of new oil. It is probable that the excessively hot weather in Sicily will delay the preparation of the new oil and cause first shipments to be distinctly later. The failure of summer blossoming may cause speculation in winter lemons to cover later inquiries, and high labor costs point to a very firm market. It is possible that a distinct shortage of old crop oil may develop before the advent of the new crop, and this also points to the market opening strongly.

A Deduction

"How do you know it was a stork and not an angel that brought your little brother?"

"Well, I heard daddy complaining about the size of the bill, and angels don't have bills!"—*Silent Partner*



Soap Freight Rates in West

(Special Correspondence)

WASHINGTON, D. C., October 15.—A proposed report was made public by the Interstate Commerce Commission this month in proceedings on complaints of the Iowa Soap Company, the Palmolive Company and Swift & Company in which Examiner E. H. Kerwin recommends that the Commission should find that the rates on soap from Burlington, Iowa, Milwaukee, Wis., and Chicago, Ill., to destinations in western trunk line territory should, in general, not exceed fifth class rates based on 35% of present first class rates.

The Iowa Soap Company's complaint alleged that the rates on soap from Burlington were unreasonable and preferential of competitors at Kansas City, St. Louis, and other points. The Palmolive Company intervened in support of the complaint and Procter & Gamble and Peet Brothers Company, with plants at Kansas City, in opposition. In its complaint the Palmolive Company alleged that the rates on soap from Milwaukee to destinations in western trunk line territory were unreasonable and unduly preferential of competitors at Kansas City and Omaha. Swift & Company's complaint made similar allegations with respect to rates from Chicago.

French and German Potash Output Compared

During the first six months of 1927 potash sales in Germany increased to 715,094 tons K_2O , as compared with 601,450 tons in the corresponding period of 1926. Notwithstanding the phenomenal increase in German sales, French output, which has been increasing progressively since the recession of Alsace to France, declined slightly in the first half of 1927, the output of sylvinites having registered at 1,157,300 tons as compared with 1,135,100 in the recent period. The potassium oxide (K_2O) content in both periods, however, was approximately the same, at 184,000 tons.

Soap Manufacturers at Atlantic City

A meeting of the board of directors of the Association of American Soap & Glycerine Producers will be held in Atlantic City, October 21 and 22.

The soap manufacturers will meet in connection with the Soap Section of the American Grocery Specialty Manufacturers, to be held in Atlantic City, October 18, 19 and 20.

Rosin Freight Protest Upheld

The Interstate Commerce Commission has upheld the protest of the Procter & Gamble Co., Cincinnati, against the freight rates on rosin shipped from points in Alabama, Florida, Georgia, Louisiana and Mississippi to Cincinnati, there graded and stored and reshipped to Hamilton, Ontario.

International Soap and Oil Combine

(Special Correspondence)

LONDON, October 10.—It is announced that an important international syndicate has been formed which has acquired the controlling interest in both the Jurgens and Van den Bergh undertakings in all countries. It is intended to maintain the full individuality of each of the two concerns, but they will act in close cooperation.

Jurgens, Ltd., is the British subsidiary of the great Dutch company, Anton Jurgens United Margarine Works, which was established over 20 years ago, and whose head office is located at Oss, Holland. The authorized capital of the English company is £10,000,000, of which £5,000,000, is issued, one-half in ordinary shares, the whole of which is held by the controlling company, the other half in participating preference shares, which carry a cumulative dividend of 7 per cent guaranteed by Anton Jurgens. The company owns a factory at Purfleet, England, and is a large stockholder in the Olympia Oil & Cake Co. The parent Dutch company, whose shares were introduced on the London Stock Exchange a few years ago, has an issued capital of 121,621,800 florins (\$50,675,750). The company holds shares in a number of companies engaged in the manufacture of margarine or of materials for margarine. It does a large business with Germany and other countries.

Van den Berghs, which was formed as long ago as 1895, manufactures and deals in refined oils, soap, margarine, etc. It has an issued capital of £3,575,000, and has numerous interests. It is believed to control the Meadow Dairy Company and to have participated in a syndicate which recently acquired a substantial in the tea and grocery business of Lipton, Ltd.

Imports of Soap into Cuba

According to statistics compiled by the Agencia Carr, based on ship manifests, 232 barrels, 19,665 boxes and 3,365 cases of soap and cleansing compounds were imported by Cuba during the month of June, says Merwin L. Bohan, American Trade Commissioner, Havana, Cuba, in a letter, dated July 28, 1927, to the United States Department of Commerce. The United States supplied 187 barrels, 12,714 boxes and 3,226 cases; with France second, with 1,784 boxes, and Spain third, with 110 boxes.

Requirements for Castile Soap in Spain

The United States Department of Commerce has been advised that a Spanish royal order No. 897 of July 19, 1927, amending the requirements for the composition of castile soap, provides that it must not contain more than 25 per cent of water, nor more than 2 per cent of chlorides (compressed in sodium chloride).

Resinoids and Their Use in Perfumes and Toilet Soaps*

by Dr. A. Levinsohn.

By resinoids the perfumer understands those products which are obtained from alcoholic solutions of plant substances containing resins, by precipitation with water. The literal translation of the word "resinoid" is "resin like body." The name "resinoid" has promptly found its place in the language of the perfumers, since this designation probably approaches most closely to the true (for the most part still unknown) chemical character of these bodies. However, what H. Mann says in his book, "The Modern Perfumery," in respect to resinoids is not correct. This author confuses resinoids with the French word "residu," which in German signifies "Rueckstand" (residue), and explains resinoids as "residues from the distillation of essential oils." Such residues, however, need not be unconditionally resins or resin-like bodies, but simply represent more or less strongly colored products with high boiling point. It may of course be granted that residues from the distillation of essential oils often render good service to the perfumer.

To obtain resinoids, therefore, parts of the plant concerned are subjected to an exhaustive extraction with alcohol, and these alcoholic extracts are then fractionally treated with water, i.e., water is added until the solution changes to a milky liquid. After standing for some time in a cool place the first resinoid particles settle to the bottom, and are drawn off. Then more water is added cautiously until the milkiness again appears, which is again allowed to settle and the resinoid is again removed. It is clear that the first portions are those least colored, since the coloring matters are for the most part still found in the alcoholic solution.

In order to prepare entirely uncolored resinoids, special methods have been worked out, but these are the secrets of the firms concerned and rest in a general way on the bleaching action of the ultra-violet rays. Such bleaching, however, has been successful in only a few isolated cases. But now in order to bring out clearer products of similar fixative character from resinoids which cannot be bleached, to become such perfumes, fixatives have been compounded which build themselves on such resinoids, but which nevertheless have a clearer color tone than these. Thus, for instance, a certain firm has recently offered for sale quite a series of very good fixative resinoids which are quite excellently suited for the fixing of extract and soap perfume oils of likewise clearer color. Thanks to their method of preparation, they are soluble in 95% alcohol without leaving a residue. In this connection it cannot be emphasized often enough what an imprudent course the soap industry follows in meeting the wishes of the public to be furnished with white toilet soaps for all shades of perfume. Not a French soap factory tries to furnish a trèfle-, œillet-, rose-, or violet-soap in colorless form, since a lasting after-fragrance can be obtained only with the help of and by the abundant application of resinoids, which are always dark colored.

If the public would accustom itself to purchasing colored toilet soaps also from domestic soap makers, since indeed it accepts French soaps even in unbelievably poor colors, the difference in quality, which today exists rightly between a French and a domestic toilet soap, would soon disappear.

Then the soap perfumer could likewise use dark colored fixatives and resinoids in far greater quantity for his compositions than is the case at present. By this change not only quite an essential refinement of the perfume would result, but also a more uniform penetration of the soap by the perfume would be achieved, since the resinoids in consequence of their chemical structure have a greater affinity for the soap body than the essential oils and the synthetic perfumes. The resinoids, which on the other hand are also easily dissolved in essential oils, play in the body of the soap the role of a bridge, binding the perfume with the soap mass.

It would therefore be in reality a welcome step if at least for this purpose an agreement of the domestic soap makers would be reached for restricting the preparation of white or clear uncolored toilet soaps only to those groups of perfumes in which the application of a perfume is possible without damaging it.

When one considers that the domestic soap maker is clearly superior to his French competitor in the preparation of an unobjectionable toilet base soap, it is not clear even from the economic standpoint why the perfumer, by making use of all the advantages at his disposal, does not take the lead in toilet soaps. But this involves the step of educating the public into weighing the advantage of using domestic soaps which are colored, it is true, but which by compensation would be exquisitely perfumed. But this can take place only when and if the less well-perfumed uncolored toilet soaps disappear from the market.

Fixatives which contain resinoids like those above mentioned form the key to all first-class perfume formulae; they act as anchors for all other perfume compositions to the body of the soap and thereby increase to a strong degree the lasting quality of the perfume. Resinoids are, therefore, just as indispensable for preparing toilet soaps of finest quality as for fixing the highest priced extracts, in which case the modern perfumer has long ago learned to pay no attention to the colorations appearing in their connection.

Measuring Emulsifying Power of Soap Solutions

D. M. Simm (*J. Soc. Dyers and Col.*, 1926, 42, 212).—The previous work of Cobb showing that the drop numbers increased with the age of the soap solutions was confirmed. Comparison of various textile soaps by means of Donnan's apparatus was not satisfactory mainly on that account, and results rarely agreed when pipettes of different measurement were used. The minimum time in minutes of ageing necessary to produce an alteration of drop number varied with different soaps as follows:—White oil soap, 15; bleachers soap, 30; palm oil soap, 90; cottonseed oil soap, 150; curd soap, 150.—*Perf. and Ess. Oil Record*.

To Seek New Cottonseed Uses

A definite program of basic research, which it is hoped will result in the discovery of new and very important uses of cottonseed products, has been launched by the Interstate Cottonseed Crushers' Association, of Columbia, S. C., with Dr. E. P. Clark in charge, according to announcement made by former United States Senator Christie Benet, general counsel of the association.

It is the belief of the association, Senator Benet said, that noteworthy results will come from Dr. Clark's work and that the use of cottonseed products will thus be very greatly extended.

*From *Sciens.-Ztg.*, Vol. 54, No. 30 (1927).

Cosmetic Effects of Different Soaps*

A Study of the Cleansing and Healing

Properties of Toilet Soaps

by Josef Augustin

IT is a striking fact that soaps, according to the nature of the fatty acids combined with them, have either a milder or harsher effect on the skin. A more cleansing or softening influence is exerted by the cation, namely the fatty-acid sodium or potassium.

The composition of cosmetic soaps differs according to the purpose of their use. That is, it depends upon their use, whether as a hair wash, as a tooth soap, a shaving soap, for bathing purposes or for the care of the face.

An especially mild soap is demanded for the care of the face. The soaps which have the cosmetically mildest acting and therefore the least irritating effect are produced from fats which consist principally of the higher molecular fatty acids of the saturated fatty-acid series, namely of palmitic and stearic acids. The oils which are built up principally on the glycerides of oleic acid likewise produce soaps of mild action. On the other hand oils from stronger unsaturated fatty acids, that is, with a content of linolenic acid, still more those with cuplanodonic acid, produced cosmetically harsher soaps. In the series of saturated fatty acids, these and their soaps have an increasingly harsh effect upon the skin according as their molecular weight (M) decreases. The series is: Myristic acid (M=228), lauric acid (M=200), capric acid (M=172), caprylic acid (M=144), capronic acid (M=116).

From this it is seen that cocoanut oil, which contains 21% of the last three of the series, when saponified has a harsh effect upon a sensitive skin. Palm kernel oil, it is true, contains only 13% of these fatty acids, but on the other hand 55% of lauric acid, which next to these makes the most harsh soap, so that palm kernel oil acts the same as cocoanut oil.

For mild soaps, therefore, tallow, stearic acid, olive oil and oleic acid are suitable with a small addition of cocoanut fat (10–15%), in order to produce a better lather and greater water solubility.

If a brownish yellow color makes no difference, a first-class palm oil (up to 40%) may be used, which has tallow-like properties and imparts to the soap body a fine compact structure as well as a fine, lasting and fatty lather.

Next, it is advantageous to add to the fatty addition up to 10% of castor oil, in order to give to the soap a better lathering quality, greater transparency and a higher luster as well as a certain stability to prevent the separating out of salts and conversion into lime salts, a stability which unfortunately is not sufficiently secured.

Tallow, likewise, may be added to the fat addition to the extent of 30%, but it is necessary to select a quality as odorless as possible, since otherwise the soaps take on a strong smell and easily become rancid. For the rest a soap made from tallow will show almost the properties of an olive soap, such as softness, easy solubility, dense, fine grained and stable lather. If high cost is not to be considered, cocoa butter, Illipe butter and almond oil may

also be used for the manufacture of soaps of high grade.

Good lime stability and a lessening of the tendency to hydrolysis is secured by saponifying sulfonated, polymerized and oxidized fats. However, these do not give satisfaction cosmetically, since they irritate the skin.

Here we have so far considered for cosmetic purposes only those properties which are secured from the fatty-acid content of the soaps. However, the circumstance whether potash or sodium soaps and their mixtures are involved plays a certain role, but not to the same extent as the fatty acids present. For face soaps the sodium soaps are very suitable. However, it must be admitted that the potash soaps penetrate more deeply and possess greater cleansing power and water solubility, and therefore can be rinsed off more easily. Thus, for an especially good and mild way of cleansing the skin it is recommended to rub in *creme céleste*, to follow by washing with spirits of hebra, i. e., with a solution of potash soap in alcohol, and rinsing off with water. A disadvantage of potash soap is that it is used up more rapidly and is more difficult to prepare neutrally than the harder sodium soap, which is easily salted out. The production of a smaller percentage of potash soap (20%) at the saponification is to be recommended where sodium soap alone would make a product which is too hard, too brittle and not easily soluble in water, and which would, therefore, make poorer lather.

It is recommended by some to use colorless resin WW (3–5%) for making high-grade soaps. This is said to impart to the soap a fresh fragrance and to serve as fixative for the perfume. However, in the first place the resin addition is useless for pure white soaps. In the second place, to begin with, the fats used must be good and therefore must produce a soap of pleasant odor, and, in the third place, other fixatives will serve in much smaller quantity to fix the perfume just as well. Finally, a resin soap would be too harsh for cosmetic purposes, and is to be recommended only as a medicinal soap for certain skin diseases. For toilet soaps of cheaper quality, but which are not considered here, the addition of resin soaps finds its proper use, on account of its cheapness, its fixing action and because it is a strong preventative of oxidation.

If the greatest emphasis is laid on mildness, toilet soaps made by the cold process are also to be avoided. To begin with, the technique of the cold and half warm process of saponification does not have as simple a development as is made to appear according to the short recipes and directions. The smallest error may result in an incomplete saponification and thus may produce a very harsh soap. Even a perfectly correctly prepared soap made by the cold process, no matter whether made entirely or in part with cocoanut oil, has skin-irritating properties which are apparent at least to sensitive skins. This is due to the fact that cocoanut oil soap is for the most part a soap with excess of fat, since in reality a part of the fat remains unsaponified. This unsaponified oil easily tends to rancidity,

*From *Deut. Parf.-Ztg.*, Vol. 13, No. 7 (1927).

which is the cause of the irritation. The addition of lanolin suppresses the tendency to rancidity. The cocoanut soap body itself, whether made by the cold process or boiled and completely neutral, also irritates the skin, as is seen from the statement made in the introduction. With more frequent use the skin becomes accustomed to cocoanut soap, after which the biting is less noticeable.

Thus, for a face soap which is to be used regularly cocoanut soap is to be recommended to the smallest number of persons. On the other hand, when suitably perfumed it renders good service for cleansing the hands and as a bath soap. Only in case of daily bathing and a very sensitive skin a soap of the nature described for the care of the face should be used.

Even the very best face soap suffers hydrolysis, even more than cocoanut and similar soaps. Since by hydrolysis free alkali, which has a harsh effect on the skin, is set free even though in very small quantity, this hydrolytic action must be prevented. It is possible to repress hydrolysis by free fatty acid, free alkali or by soaps which are not hydrolyzible. However, these methods are not applicable on account of their harshness and therefore the alkali set free by hydrolysis is re-combined by alkali-binding substances. Such substances are water-soluble casein, albumose, various albuminose substances and egg yolk.

For hair washes only, very easily water-soluble, mild and strongly lathering soaps are suitable. As hair wash soaps only potash soaps should be used, since these are twice or three times as easily soluble even in cold water as the corresponding sodium soaps. Furthermore, the amount of certain fatty acids is to be considered. To be excluded are all oils of the saturated fatty acid series which contain much palmitic acid or stearic acid of the series of unsaturated fatty acids, containing much (over 30%) of linolic acid and linolenic acid (over 5%), or even elupanodonic acid. Any resin addition is to be avoided.

Therefore, the oils available are: oleic acid, castor oil acid, olive oil (most suitable when freed from palmitin), triolein, almond oil, castor oil, palm kernel oil and, under some circumstances, peanut oil and sesame oil. Other oils are not serviceable for hair soaps. Among animal oils those suitable are the fluid constituent obtained from pressed tallow (principally the glyceride of oleic acid), and neatsfoot oil, which yields soap solutions that are soluble with extraordinary ease and that do not harden even at low temperatures. Unfortunately, its high cost makes its use impossible for cheaper hair soaps. All other common oils are not usable.

Since most of the oils and fatty acids mentioned above produce a soft consistency even in their sodium soaps, their potash soaps even in higher concentration, are creamy-soft to fluid, so that it is most suitable to furnish hair wash soaps to the trade only as creams or fluids.

Only oleic acid, castor oil and neatsfoot oil yield on addition of water measurably stable fluid soaps in the cold state. In case of other soaps liquefaction is necessary by use of alcohol and glycerine, whereby the freezing point is depressed at the same time in case of easily hardening soaps, i. e., soaps sensitive to cold.

One formula reads:

- 1.2 kg of peanut or sesame oil.
- .5 " " castor oil.
- 1.8 " " cocoanut or palm kernel oil.
- 1.6 " " potash lye of 50 Bé.
- 1.4 " " water.

To one kg of the resulting soap add for its solution 600 g of glycerine, then 250 g of alcohol and 600 g of water.

This liquid soap has about 22% of fatty-acid content, which in general is sufficient. In order to make it more lasting a soap of 30–35% of fatty-acid content would be desirable. This is obtained by using olive oil, better the oil free from palmitin, castor oil, triolein, also oleic acid and neatsfoot oil. In these mixtures less of alcohol and of glycerine are required for liquefaction.

Of interest is the following recipe: Coconut oil 120, caustic potash 33.5+120 of water, potassium carbonate 3.5+120 of water, 30 of alcohol, 260 of water. The carbonate has the purpose of increasing the cleansing action, of softening the wash water (which however in reality rather takes place at the expense of the soaps) and of repressing the hydrolysis. Unfortunately, the latter action takes place in a rather incomplete and somewhat too sharp a way, and up to date no really economic method has been found for effectively preventing this chemical action in lime soap and the hydrolysis. Still more harmful than the hydrolysis is the formation of lime soaps, since it is difficult to remove them from the hair and they make the hair sticky and broken in appearance. To a certain extent the additional use of castor oil soaps may be a protection against the chemical change. Bile, casein and albuminous substances are likewise capable of preventing a chemical change, but because of the difficulty of washing them off they are not suitable for hair wash soaps.

Of the hair wash soaps offered in the trade it may be asserted that they are easily water soluble and that they lather well, but that they are too slightly lime resisting and too strongly hydrolyzable.

For hair soaps in the form of powder, sodium soaps made from olive oil (Marseilles soaps) are used. For cheaper kinds, cocoanut oil soaps or palm kernel oil soaps are used. These are very finely powdered and are mixed with soda, with bicarbonate of soda or with borax.

Solid hair wash soaps are likewise sodium soaps made of olive, cocoanut or palm kernel oils. These, as well as the shampoo powders, are superior in cleansing power and in convenience to the cremes or liquid forms.

For shaving purposes, mild, beard-softening soaps, as well as soaps making a fine-grained and lasting lather, are needed. Almost the same oils and fatty acids which are used for the preparation of face soaps are also used for shaving soaps. These are: Tallow, tristearin, stearic acid, olive oil, cocoanut oil, castor oil. In order to produce an action as beard-softening as possible and a soft, creamy lather, not a hard, creamy lather which attacks the edge of the razor, as much as possible of potash soap needs to be used. The ratio of potash soap and sodium soap in the whole mass should be at least 2:3.

Since potash soaps are much softer than the corresponding sodium soaps, it is necessary for the production of solid shaving soaps which will contain the highest possible proportion of potash, to use stearic acid. For the better hardening stearic acid is used in sufficient quantity so that after complete saponification with potash lye about 10–15% of stearic acid soap remains unsaponified. This excess of stearic acid may be used cosmetically without hesitation, since of all fatty acids it has the mildest action and for this reason is used in fat-free cremes by the side of saponified stearic acid and oleic acid. In addition, it represses

hydrolysis, and for this reason such a shaving soap does not smart and finally it produces a better, a fattier and more lasting lather, such as is desirable for shaving purposes. Similarly compounded is an American shaving soap, as appears from Wiltner's recipe:

100 kg	of stearic acid.
5.35 "	" glycerine.
41.7 "	" potash lye 38° Bé.
17.4 "	" soda lye 38° Bé.

The soap is dried, perfumed and milled.

Stearic acid soap may also be produced with potash lye alone. A still greater hardness, in addition to excess of stearic acid, is produced by a little (3-4%) of wax or spermaceti, without the lathering capacity suffering appreciably by these additions.

It is, of course, easier to prepare a shaving soap consisting of a larger amount of sodium soap. These are by far not so convenient and answer only simple requirements. They are prepared from tallow, cocoanut oil and also from suet and castor oil by cold or half warm saponification with mixed lyes, or by boiling with potash lye and salting out with salt (or boiling with NaOH lye and salting out with potassium chloride). The boiling method produces the more valuable and milder soaps.

The more convenient form is doubtless a shaving cream, which is prepared by boiling, by careful neutralization and, when desirable, by excess of use of acid. Pure potash soap may be produced without being restricted to stearic acid. By the additional use of olive oil, oleic acid and castor oil, up to about 60%, a creamy soap is formed which is characterized by a beard-softening and razor-saving lather. Nevertheless, stearic acid should be used in addition, since stearic acid potash soap yields a remarkably fine-grained lasting lather. Unfortunately, no suitable way is known for making soaps lime-stable. It is true that most men use hot, boiled water for shaving. Then the boiling precipitates the greatest part of the substances that cause the hardness, namely, magnesium and calcium bicarbonate, and the soap experiences an inconsiderable chemical modification by the rather small amount of hardness remaining (dissolved gypsum). In any case, a lime-stabilizing factor becomes necessary when only cold, hard water is available. Apart from the loss of potassium soaps by production of lime soaps, these have a skin-irritating effect and by their greater hardness a razor-damaging action. In part, the chemical change and hydrolysis may be prevented by castor oil soap, sapalbin, etc. In a certain new shaving soap Turkey red oil and vaseline were used as part of the formula. But, unfortunately, such soaps prepared from sulfonated oils are too harsh cosmetically—as was mentioned above.

Excess of alkali does not soften the beard more, but, on the other hand, attacks the skin and damages the razor, so that the shaving is poorer in consequence. Much better results are obtained by excess of fatty acid and of lanolin.

Furthermore, less known specialties are: Liquid shaving soap, which represents a liquid potash soap prepared with olive oil and a little castor oil, and shaving powder, which consists of stearin potash soap and powdered orris root.

Among shaving soaps the most favorable shaving and skin preserving effect is doubtless to be credited to shaving cream, especially also because the cream-form permits the working in of substances cosmetically wholesome.

For tooth pastes, mild, not obtrusively soapy nor disa-

greeable tasting soaps and which do not easily become rancid, are suitable. Therefore, it is necessary to exclude from use for tooth pastes all oils and fats in which are found highly unsaturated fatty acids like linoleic acid (4 unsaturations), linolenic acid (6 unsaturations), clupanodonic acid (8 unsaturations), in rather large proportions, on account of the suspicion of rancidity, e. g., cotton seed oil, corn oil, linseed oil, soya bean oil and fish oils. The substances most suitable are: the best quality of tallow and good olive oil. The soaps are kneaded into the other part of the tooth paste, either in the form of pulverized sodium-grained soaps or in the form of soft potash soaps. Favorite ingredients for this purpose are pulverized medicinal soaps which are prepared principally from olive oil and tallow. Addition of a little alcohol improves the taste, because the soap is not hydrolyzed immediately on being moistened with water and therefore has not the biting taste. Addition of sapalbin and of other protective substances prevents hydrolysis, therefore making soaps mild, and protecting the soap against chemical changes by substances which enter into the tooth paste, like oxidized salts. Physiol could also be recommended, since it is demonstrable that it does not have an irritating effect upon the membranes of the mouth.

The use of soap for tooth pastes is favored in recent times, because soap has a vigorous cleaning effect, is a good disinfectant and effectively binds the liquid parts (water or glycerine), so that the tooth paste does not easily dry out. Any harmful action on the oral parts, the mucous membranes or the teeth has so far not been ascertained. Therefore, the tooth paste which consists of olive oil soap, lime carbonate, a little glycerine and peppermint flavor, and is usually colored red, after being in use for several decades, is still on the market.

All soaps, it is immaterial as to which cosmetic use they serve, should be prepared by boiling, and should be as neutral as possible, excess of stearic acid alone being permissible. Further, only good fats and only pure lyes should be used. The somewhat higher price secures in return an article of distinctly high quality and invites increasing consumption of the product.

Acid- and Calcium-Resistant Properties of Sulfonated Oils

W. HERBIG AND HERBERT SEYFERTH. *Melliand Textilber.* 8, 363-4, 457-61, 544-6, 621-4 (1927); cf. *C. A.* 20, 514.—According to the recommended method, to determine the acid resistance, titrate a solution of 10% actual sulfonated fatty acid content with 1.0 N H_2SO_4 to the point of cloudiness. This is not the first opalescence but a later stage best recognized by the disappearance of lines ruled on white paper below a titrating vessel of standard shape. The Ca resistance may be estimated similarly, a water of 120° hardness prepared from $Ca(OH)_2 + H_2SO_4$ being used. Titrations should be made with 1, 5 and 10% solutions based on actual sulfonated fatty acid. In either case the results can be best used for the comparison of commercial oils by graphical representation, by noting for acid, the points of opalescence, slight clouding and total clouding, and for Ca, the cc. of lime water relative to concentration of emulsion. While temperature affects each, determinations may be carried out at 20° with fair representation of actual conditions.—*Chemical Abstracts.*

Oil Seed Analyses*

by Max Junker

Important and indispensable as seed analyses are for an oil factory, they may become a source of continuous annoyance if their evaluation is not rightly understood or if agreement is demanded within one-tenth of one per cent with the analysis of another seed sample which is carried out in a different laboratory. But it does not matter at all that this agreement be extended with scrupulous exactness to the most unimportant details.

The most important thing is a good average sample of the seed, but it is impossible to procure such samples of coarse seeds like copra, palm kernels, peanuts and the like. It never happens that the oils obtained agree with the analyses, but they always fall short by a few per cent; likewise they are too low in comparison with the analyses of the daily working samples, however careful one may be to use an exact working sample. This difference results from the impossibility of taking a correct sample, and only to the smallest extent from the non-agreement of the ether extract with the actual oil content. For the most part non-fats are dissolved out with the fats in the extraction from soya beans, but it is here, with uniform, comparatively pure seeds, that the theoretical results in pure oil is obtained; since in general the non-fats, large as they may appear in amount, represent by weight very small quantities in case of normal seeds. From fine seeds, like rape, sesame, linseed, the theoretical and actual products are equal, because they lend themselves much more readily to a correct or exact selection of samples.

The second most important factor is the preparation of the sample in the laboratory. It is necessary that at least 1000 gm. be ground up and that 10-20 gm. of this be used for the analysis. From the same kilo sample other tests are made in other laboratories which are to agree to a few tenths of one per cent. After one to two hours of extraction the seed is to be rubbed with sand and exposed to a second extraction for the same length of time. But even in the sample sack from which the kilo sample was taken it is possible to find differences of whole per cents on making a second analysis.

Other parts of the operation during the analysis are quite unimportant. The kind and size of the apparatus, whether decanting or dripping through a stationary form, whether on a hot plate or a water bath, whether with filtering paper or extraction thimbles, whether salt-mouth bottles or corked bottles, whether the seed is rasped, ground or cut up, has for the purpose of the analysis about the same significance as the age or the political conviction of the laboratory worker; indeed in case of fresh seeds it is even a matter of indifference whether the work is done with petroleum ether or with ethyl ether, because the differences amount to only from 0.1 to 0.2 per cent. In case a siphoning apparatus is used, it is sufficient to siphon every five minutes during an extraction of four hours, which means, in round numbers, 50 siphonings; as a rule the apparatus may siphon after every two to three minutes, which means, in round numbers, 100 siphonings. Five hours are quite unnecessary, 8 or 16 hours are rather harmful, since at the last everything else is dissolved, but no longer is any oil extracted, since none is left. Even when this justified supposition is not shared, the unnecessary waste of time and material must be admitted.

*From *Seifens.-Ztg.*, Vol. 54, No. 30 (1927).

The determination of the free fatty acids is yet to be pointed out. In the ether extract 50 to 100 per cent more of free fatty acids are found than exist in oil extracted from the same seed found in commerce. This increased amount in free fatty acids is found even then, when the oil is extracted immediately after it is ground up, which is explained by the known fact that the free fatty acid rapidly increases in the air when the seed is ground up. It is difficult to figure out that with the cautious treatment given to the oil during the analysis, a splitting could take place, which could also be in no wise confirmed by experiments made for this purpose. Rather, in case the apparent increase in the free fatty acid content is not due to the material used in the extraction, it seems attributable to the lye consuming substances that are dissolved out by this extraction material (probably only by adsorption), which during the elaboration of the crude oil separate out from it and are thrown off in the refuse (tank residue, sediment, scum, slime). That these substances in the refuse have an essentially higher content of free fatty acids, even when they are examined when quite fresh, has long been known. Later on this content increases constantly by processes of disintegration and decay.

Still more impossible than in case of oil seeds is the sampling of bleaching earths or even of fat refuse or tank residue, etc., in which, almost without exaggeration, one may find any desired oil content from 0 to 100 per cent.

In the computation of the oil yield an important role is also played by the circumstance that with oil cakes made by the warming process, attraction of moisture and the press operation, substances may be made insoluble in ether which may be dissolved out from the fresh seeds and wrongly indicate a higher oil content.

It is quite unessential for a factory laboratory to catch the last fractional per cents, but rather by quick and inexpensive work it should judge the quality of the seed, furnish the basis for computing the yield and control the output. Self-evidently the problem of the chemist is far from being exhausted with his purely analytical work, but it is exactly to this that the oil industry restricts him to its own disadvantage.

Germicidal Action of Soaps

A. H. Eggerth (*J. Gen. Physiol.*, 1926, 10, 147).—A research of some considerable importance to the soap maker in helping towards a more scientific selection of material, is this study of the action on bacteria of the various fatty acids and their salts at different hydrogen ion concentrations. The fatty acids, butyric, caproic, capric, caprylic, undecic, lauric, tridecic, myristic, penta-decic, palmitic, stearic, oleic, ricinoleic, and their action upon *Streptococcus pyogenes*, *B. diphtherie*, *Staphylococcus aureus*, *B. typhosus*, and *Vibrio cholerae*, are detailed. The conclusion arrived at is that the action depends both on the acid and the particular bacterium used, and that in general the lower acids of the series are more active at an acid reaction, while the higher numbers are more active at an alkaline reaction. That is an important guide to the finish of soap stock and its selection for toilet base.—*Perf. and Ess. Oil Record*.

Features to be Found on Other Pages

Readers in the SOAP SECTION usually will find items of interest in our Trade Notes, as well as in Patents and Trade-Marks and Washington and Foreign Correspondence.

Stearic Acid Specifications Adopted

National Association of Stearic Acid Manufacturers has adopted specifications for stearic and oleic (red oil) acids. Information in addition to the following specifications can be obtained from F. F. Jordan, secretary-treasurer of the association, care Emery Candle Co., Cincinnati:

SINGLE-PRESSED STEARIC ACID

Melting point—126° to 127° F. (52.2° to 52.75° C.)

Iodine Value—Not over 12

Construction—Needle point crystalline

DOUBLE-PRESSED STEARIC ACID

Melting Point—128° to 129° F. (53.3° to 53.9° C.)

Iodine Value—Not over 8

Construction—Needle point crystalline

TRIPLE-PRESSED STEARIC ACID

Melting Point—130° to 131° F. (54.4° to 55° C.)

Iodine Value—Not over 6

Construction—Needle point crystalline

DISTILLED RED OIL

Regular	Medium	Heavy
Titre 7°—10°	15°—20°	30°—35°
Unsap. 5% or under	5% or under	5% or under
Moisture & Insoluble 5%	5%	5%
Iodine Value.... 90 or under	84 or under	70 or under

DOUBLE DISTILLED RED OIL

Titre 10°—13°
Moisture & Insoluble5%
Iodine Value 90 or under
Color Not over 3 N.P.A.

SAPONIFIED RED OIL

Regular	Medium	Heavy
Titre 18°—20°	14°—16°	30°—32°
Unsap. 3% or under	3% or under	3% or under
Moisture & Insoluble5 or under	.5 or under	.5 or under
F. F. A. 84 or over	84 or over	84 or over
Iodine Value.... 80 or under	84 or under	70 or under

Oil Palm in Malay States

In the annual report for 1926 of the Chief Secretary to the Government, Federated Malay States, it is stated that interest in oil palm cultivation has been well maintained, the area alienated for this cultivation being over 30,000 acres, of which over 10,000 acres are actually planted. Three estates have reached the bearing stage, two being equipped with modern machinery for the preparation of a high-class oil. The yields for 1926 were 751 tons of palm oil and 168 tons of kernels. Further areas of over 100,000 acres in extent, chiefly in Pahang, are provisionally reserved for this cultivation, but it is not yet known if all will prove suitable for the purpose. The Department of Agriculture is experimenting at Serdang with new varieties of oil palm from West Africa with a view to selecting improved strains of seed for distribution to planters in this country. Recent improvements in machinery for the extraction of the oil and for cracking the kernels should stimulate this promising industry. Prices reached for local palm oil continue to be in advance of those reached by the West African product. During the year under report the Government of the Gold Coast and Nigeria each sent an expert to study the plantation industry in the Federated Malay States and in the Netherlands East Indies.—*Oil & Color Trades Journal*.

Saponification Value of Edible Fats

J. Grossfeld and F. Wisemann (*Z. Unters. Lebensm.*, 1927, 53, 244—250).—A new relationship between the saponification value and the butyric acid number is indicated, and is used as a means of detecting the addition to butter of either coconut oil or margarine. The difference between the saponification value and 1.5 times the butyric acid number lies between 195 and 200 for most fats, including butter, but excluding coconut oil and margarine, for which the

Features of Soap Materials Market

(Continued from Following Page)

The sale of a large quantity of 40-40 stock in Chicago at 6¾c. f.o.b. that point has caused a better buying interest in this section for greases and lower grades of tallow.

Best quality house grease is held at 7¾c. loose seller's plant; brown grease at 7 to 7¼c. Although during the period just past local fancy tallow was sold at 9c. seller's plant bids of 9¾c. have now been refused, sellers holding for 9¾c.

Last sales of prime packer's tallow were at 8¾c. Chicago, with this grade now firmly held at 9c.

E. H. FREY.

INDUSTRIAL CHEMICALS

Business has shown some improvement but the general situation in alkalies is not as active as it will be a little later when new contract prices are out. There has been some early contract business, but prices at which it has been done have not been disclosed. As yet no formal announcement of the new levels for the coming year has been made. Deliveries against 1927 contracts are somewhat better and about 90 per cent of the quotas were taken in September, which is not a bad showing. The local jobbing market runs quietly with manufacturers in full control of the situation and not likely to relinquish that control.

Other industrial chemicals show practically no change. There is a fair business at steady prices, but the market is not very active and the margins of profit are not as good as they have been at various times.

Other Soap Materials

Soap makers' grades of rosin are all sharply lower than they were at the time of our last review. There has not been any great amount of business either with the domestic consumers or with the export trade, with the result that even some curtailment of deliveries to Southern ports has been without effect upon the market. Pale grades and especially water white, on the other hand, are scarce and strong and likely to advance. Other items are almost unchanged. Oils are irregular and glycerine lower.

values are 57 and 34 units higher, respectively. Attention is drawn to the precautions necessary for an accurate determination of the saponification value. 1—2 g. of butter fat are saponified by boiling under reflux with exactly 25 c.c. of 0.5N-alcoholic potash until the liquid clears. The mixture is titrated while still hot in the presence of alcoholic phenolphthalein or Alkali Blue 6B, the latter indicator giving the more readily distinguishable end-point when the titration mixture has a yellow color. The clearing of the saponification mixture by the disappearance of all droplets of fat does not indicate complete saponification, and it is shown that some fats, especially coconut oil, margarine, and butter fats, require heating for a further 4—8 min. after the clarification, in order to ensure a correct determination of the saponification value.—*British Chemical Abstracts*.

An Australian Opinion

THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW for May is a more than usually attractive number. Much of the matter in this Review is of great interest to pharmacists. The advertisement section is specially so to buyers.—*Chemist and Druggist of Australasia*.

MARKET REVIEW ON TALLOW, ETC.

VEGETABLE OILS

Early in October, the vegetable oil market was rather quiet. Both buyers and sellers were awaiting the publication of the Government's cotton crop report. The report was issued on the 8th and shows a very small difference from last month's estimate which the trade generally has taken to indicate that at least for the time being, prices of cottonseed oil and other competing oils as well, will remain at about present levels. Crude cotton oil sold early in the month at 10c. lb. at Southern points and later at 9¾c. while at present numerous buyers are interested at 9¾c. with producers holding firmly at 10c. lb. throughout the South. Crude corn oil has also been quiet but steady. Today's price is 9¾c. lb. Mill for October and November shipment with sellers declining bids fractionally lower.

Cocoonut oil is somewhat easier since our last review. The last sales were at 8½c. lb. New York and 8¼c. lb. Pacific Coast in tank cars and these prices can still be worked for October/December inclusive. Copra in the Far East has been lower and from all reports, the supply is good. Soap makers are inquiring rather heavily for early next year's delivery, but producers are not willing to sell into next year at present levels.

Palm oils have become a little firmer lately due to a good demand from soapers here for future delivery. Prices in Europe are being well maintained for both hard and soft grades and in view of the present interest shown here, reductions in price seem quite unlikely.

Olive oil foots are scarce for immediate future delivery and as a matter of fact, few offerings have recently been made for delivery this side of January. According to latest European advices, stocks of foots in producing countries are exceptionally small.

A. H. HORNER.

GLYCERINE

The weakness in the market has been accentuated since our review of September 9. Refiners have reduced their quoted price to 23½c., but it is well known that there are sellers at lower figures. Imported goods have been offered rather freely, although the quantities have not been large, but the prices named are at least 1c. per lb. below those of the domestic makers, and this has unsettled the market to some extent. Carload business has been done at much lower levels, but, of course, this is always the case with that branch of the trade. Dynamite glycerine and crude glycerine have dropped considerably, and today there is very little interest shown in either grade, even at the low levels at which they are now being offered. Refiners, here, realize that they should meet foreign prices and, as a matter of fact, domestic crude and dynamite can be had today cheaper than the foreign goods. It is to be regretted that this action was not taken long ago, for then much of the business which has gone to the other side, would have been done here. The producers of crude, particularly, who have been accumulating stocks in anticipation of the anti-freeze demand this Winter, have recently become discouraged at the outlook and, as a result, there is a great deal of this material offered for sale, with practically no buyers; the price is at

the lowest point and there is nothing to indicate that any reaction is likely to occur in the near future.

W. A. STOPFORD.

TALLOW

The tallow market, after reaching officially the level of 8½c. per pound loose f.o.b. seller's plant for the city extra grade, experienced a sudden reaction. Although this grade of tallow was sold confidentially as high as 8¾c., the reaction following the decline in cottonseed oil and other items on the commodity list, caused it to slip back to 8¼c. f.o.b. seller's plant. Practically overnight there was an about-face and during the past week the level has reached 8½c. Very little material is available at this price, with some renderers asking as high as 9c. A firm tone pervades the market and a further advance appears imminent. It was thought for a time that arrivals of South American and Australian tallow would have a bearing on the domestic market, but all has apparently gone into consumption without disturbance to local conditions.

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Extra 8½c. Edible, New York, 9¼c. Yellow grease, New York, 7½c. White grease, New York, 8c.

Rosin, New York, October 15, 1927.	
Common to good.....	9.20
D.....	9.20
E.....	9.25
F.....	9.25
G.....	9.30
H.....	9.30
I.....	9.30
K.....	9.35
M.....	9.40
N.....	9.65
W.G.....	11.10
W.W.....	12.95

Starch, pearl per 100 lbs.....	\$2.97 @
Starch, powdered, per 100 lbs.....	3.07 @
Stearic acid, single pressed, per lb.....	.11 @
Stearic acid, double pressed, per lb.....	.11¾ @ .12¾
Stearic acid, triple pressed, per lb.....	.13¾ @ .14¾
Glycerine, C. P., per lb.....	.23½ @ .25
Dynamite.....	.19 @ .19½
Soap, lye, crude 80 per cent, loose per lb.....	.12½ @ .13
Saponification, per lb.....	.14 @ .15

Oils

Coconut, edible, per lb.....	.10½ @ .10¾
Coconut, Ceylon, Dom. per lb.....	.09¾ @ .10
Palm, Lagos, per lb.....	.07¾ @ .08
Palm, Niger, per lb.....	.07¾ @ .07¾
Palm Kernel, per lb.....	.09¾ @
Cotton, crude, per lb., f. o. b., Mill.....	.10 @
Cotton, refined, per lb., New York.....	.11½ @
Soya Bean, per lb.....	.13 @ .13¾
Corn, crude, per lb.....	.11¾ @
Castor, No. 1, per lb.....	.13¾ @
Castor, No. 3, per lb.....	.12¾ @
Peanut, crude, per lb.....	.13 @
Peanut, refined, per lb.....	.14½ @
Olive, denatured, per gal.....	1.75 @ 1.80
Olive Foots, prime green, per lb.....	.10½ @ .11

Chemicals

Soda, Caustic, 76 per cent, 10 lbs.....	3.00 @ 3.10
Soda, Ash, 58 per cent, per 100 lbs.....	1.32½ @ 1.38
Potash, Caustic, 88@92 per cent, per lb., N. Y.....	.07½ @ .08
Potash, Carbonate, 80@85 per cent, per lb., N. Y.....	.05¼ @ .05¾
Salt, Common, fine, per ton.....	15.00 @ 24.00
Sulphuric acid, 60 degrees, per ton.....	10.50 @ 11.00
Sulphuric acid, 66 degrees, per ton.....	15.00 @ 16.00
Borax, crystals, per lb.....	.04¼ @ .04¾
Borax, granular, per lb.....	.04 @ .04½
Zinc oxide, American, lead free, per lb.....	.06½ @ .06¾

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